

Retailers' essential contribution

Every year over 500,000 OLO vouchers (OLO in French stands for eggs, milk, orange juice) are redeemed in grocery stores by thousands of expectant mothers living below the poverty line. These vouchers allow these women to obtain the following food items for free, starting at their 12th week of pregnancy.

Egg vouchers: can be redeemed for a dozen large white eggs

Milk vouchers: can be redeemed for Québon milk

- 4 L, 3.25% M.F. or
- 4 L, 2% M.F.

Orange juice vouchers: can be redeemed for a 960 ml container of Oasis Classic orange juice (no replacements)



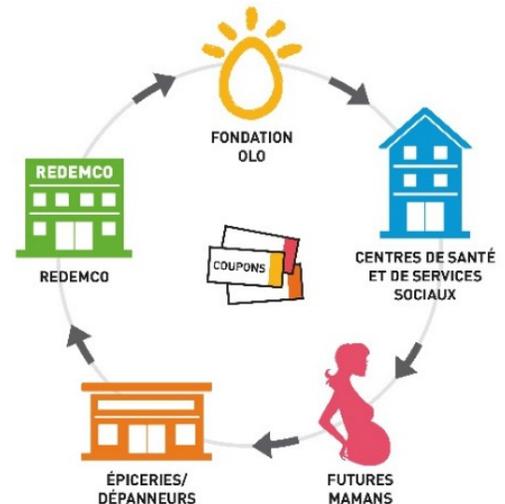
What to do with the vouchers redeemed at your store?

In exchange for OLO vouchers, customers receive the free food products mentioned above. Retailers then forward the OLO vouchers to Redemco, a company specializing in managing promotional coupons. To simplify customer service, the Fondation OLO suggests that retailers inform their employees, especially cashiers, of the existence of these vouchers and which products they can be redeemed for.

How does the OLO voucher system work?

Five key players are involved in distributing and redeeming the vouchers.

1. The health practitioner from the local Health and Social Services Centre (CSSS) orders vouchers from the Fondation OLO.
2. These OLO food vouchers are handed directly to expectant mothers by the health practitioner during follow-up care appointments.
3. The expectant mother goes to a **retailer** (grocery, drug, or corner store, etc.). At the checkout, she redeems her coupons for the specific OLO foods (eggs, milk, orange juice).
4. The **retailer** sends the vouchers to Redemco, a company specializing in managing promotional coupons, for processing and reimbursement.
5. Redemco sends an invoice to the Fondation OLO for every redeemed voucher.



Simple reimbursement process

To obtain a reimbursement for the vouchers received, a retailer must mail the vouchers to: **Redemco Inc.**, PO Box 128, Longueuil, Québec J4K 4X8. This information can also be found on the back of the vouchers. The retailer will receive the amount indicated on every voucher, up to the maximum pre-determined price, plus any shipping and handling costs.

Redemco will only accept original OLO vouchers from retailers for reimbursement. Retailers must remain vigilant and keep an eye out for fraudulent vouchers. Retailers must never accept photocopied OLO vouchers because the Fondation OLO will not reimburse photocopied vouchers.

Voucher expiry date: Redemco will reimburse vouchers for a maximum of six (6) months after their expiry.

Exceptions: Please note that some vouchers associated with the OLO (or O.L.O.) program may be produced by Health and Social Services Centres (CSSSs), not by the Fondation OLO. They are easy to recognize because their visual design is different and they do not have a bar code on the back. This is notably the case for soy milk or lactose-free milk vouchers. Retailers are asked to follow the instructions specified on the voucher.

About the OLO program and the Fondation OLO

Why egg, milk, and orange juice?

Studies have shown that an egg, a litre of milk, and a glass of orange juice every day provide most of the daily needs for protein, calcium, and vitamins C and D – vital nutrients to an unborn baby's health. The Fondation OLO also provides vitamin and mineral supplements.

Retailers' essential contribution

OLO partners play an essential role in the program's success. By redeeming vouchers for OLO foods, retailers do their part in helping babies come into this world in good health.

The Fondation OLO

The OLO program is made possible in part thanks to financial support from the Fondation OLO, whose mission is to **help children get a good start in life and come into this world in good health** through appropriate action and nutritional support. Please visit the Fondation OLO website to discover the many benefits of the OLO program www.fondationolo.ca.

For more information:

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Thanks for helping children get a good start in life and come into this world in good health!