

# Taste the Local Difference® | CSA Employee Wellness Program

This program facilitated by Taste the Local Difference (TLD) was developed to support workplace wellness programs that encourage healthy, productive employees and improve overall wellness.

## **What is a CSA?**

CSA stands for Community Supported Agriculture, a form of direct sale between farmer and consumer. Payment is collected to effectively assist in “supporting” the farm during the spring when input costs are high. Throughout the season, CSA shares – or a box of locally grown fruits and vegetables - are delivered on a weekly basis to the consumer.



## **What are the benefits of workplace CSAs?**

We live in a region surrounded by an abundance of fresh, locally grown fruits and vegetables. Produce picked at its peak of freshness and delivered to your workplace ensures your employees will receive the highest quality foods both in nutritional value and superior taste. Buying local can support farmers in many ways including keeping farms in production, competitive and economically viable.

## **Responsibilities of a Workplace:**

1. Allow a weekly CSA drop-off at your location for participating employees
2. Give TLD access to promote the CSA sign-up to employees
3. Allow for surveying of employees to gather data on health improvements, perception of this employee benefit, etc.
4. (Optional) Assist employees by offering payroll deduction for cost of CSA

## **Taste the Local Difference® (TLD) will provide:**

1. Coordination with Local Farmer
  - a. Identify CSA share pricing, availability and capacity
  - b. Choose a CSA Farm Match for the Workplace
  - c. Select drop-off date, time and location
  - d. Assist in coordinating payment schedule
2. Creation of CSA Marketing Materials
  - a. CSA Participant Info Packet
  - b. Sign-up Cards
  - c. Promotional Flyers
  - d. Email Outreach Content
3. Schedule Farmer & Staff Education Session
  - a. Presentation to whole staff about CSA
  - b. Allows staff to get to know Farmer, and vice versa

**General CSA Sign-up Coordination & Promotion \$30 per employee**

## **Additional Employee Health & Wellness Services:**

### **RD Lunch & Learn Session \$150 per session**

1. TLD's Registered Dietitian presents on a nutrition-based topic at the office during lunch
  - a. Staff are paid to attend

### **Digital access to RD (weekly email Q&A) \$50 a week**

1. Staff has access to TLD Registered Dietitian
  - a. Questions collected anonymously, three are selected and answered each week

### **Local Chef Cooking Demo \$300 per demo**

1. Coordinate a cooking demonstration with a local chef to showcase CSA products

### **CSA Newsletter with Educational Resources \$100 per month**

1. Monthly newsletter including recipes, nutritional information, vegetable prep tips, etc.
2. Sent digitally and printed for pick-up

### **Customized Wellness Resources \$50 for individual topic material (digital)**

1. Health education materials customized for your staff. Topics include:
  - a. *Stress and Snacking: Preventing stress-related overeating, Cooking with Herbs and Spices, Packing a better Lunch, Office Snack Stash, Rethink your Drink*

### **Scheduled CSA Farm Visit \$300**

1. Coordinate, schedule and promote a Farm Visit for employees

### **Employee Wellness Surveys \$500**

1. Survey design, administration and analysis
  - a. Used to identify employee satisfaction, health and wellness needs, etc.
2. Report can be used in recruitment and to provide HR/Management direction

### **Human Resource Support \$ based on needs**

1. Examples include:
  - a. Wellness Policy Writing
  - b. Research, benchmarking and data collection guidance
  - c. Writing and Communication support
  - d. Health insurance product selection support
  - e. Community resource identification

### **Wellness Policy Development \$100 per policy, with communication tool**

1. Share example policies to implement, and customize to meet needs of employer. 1-page document explaining the policy for use to communicate expectations
  - a. Meeting & Conference Nutrition Policy, Local Food Sourcing Policy, etc.