



**KENTUCKY
FARM
SHARE
COALITION**



The Kentucky Farm Share Workplace Wellness Program

Per capita healthcare spending in Kentucky is \$8000.¹ 75% of these dollars are spent on chronic diseases that are largely preventable. Health care costs rose 71% between 1991 and 2014. These costs continue to rise as your employees' deductibles also rise. We know that positive lifestyle changes will improve health. The trick is engaging employees to make those changes.

The Kentucky Farm Share Coalition makes it easy for employees to access local, certified organic food and offers employers a workplace wellness program that attracts both healthy and less-healthy employees that can have a strong effect on long term health and habits, including:

- For every \$1 invested in the program \$2.47 is saved on diet-related medical expenses for less healthy employees.
- Participants increase their vegetable consumption by nearly two servings per day.
- Employees have 50% less non-preventative visits per year.²

The Kentucky Farm Share Coalition (KYFSC) brings seasonal, certified organic, local produce for 20 to 22 weeks directly to the workplace with our CSA voucher program.

Each workplace partner promotes CSA shares by offering a \$200 voucher as a wellness benefit to put towards the total cost of a share. This produce shares come in varying sizes with customizable options and can make a long-lasting change in the way employees eat. CSA participants report eating more salads, consuming less processed food, and developing a greater nutritional awareness, all pointing to improved long-term health benefits.³

Spring Share



Summer Share



Fall Share



Why Offers a Voucher for Employees to Participate?

Research shows that when employers offer a \$200 voucher per share it helps attract employees who might not otherwise participate, creates a wellness benefit that increases employees' access to better quality food, and makes it more financially equitable in workplaces with varying salaries.

1 "Health Care Expenditures per Capita by State of Residence", The Henry J. Kaiser Family Foundation, 19 June 2017, <https://www.kff.org/other/state-indicator/health-spending-per-capita>.

3 Kline, Missy "CUA-HR Announces 2019 Higher Education HR Awards Recipients", CUA-HR, May 2019.

2 "Diet-Related Medical Expenditure Impacts of a CSA Voucher Program", Department of Agricultural Economics Staff Paper No. 497, University of Kentucky, November, 2018.

4 Allen, James, IV, Jairus Rossi, Timothy Woods, Alison Davis, "Do community supported agriculture programmes encourage change to food lifestyle behaviours and health outcomes? New evidence from shareholders", International Journal of Agricultural Sustainability, May 2016.

Program Impacts:

- Employer create a healthy place to live and work.
- Program offers a connection with the community and support for local farms.
- Participation contributes to the employer's overall sustainability goals.

Partner Farms & Prices:

Our partner farms are certified organic, experienced vegetable growers, and consider their weekly customers a number one priority. The CSA shares are offered in May-October in Kentucky and typically paid up front in advance of the season. To read more about each coalition farm visit our partner farms page, <https://www.kyfarmshare.org/participating-csa-farms>.

Share Prices:

- A small vegetable share is \$440-\$506 for the season (\$21-\$23 per week) and ideal for 1-2 people and best for first time CSA members.
- A regular vegetable share is \$580-\$700 for the season (\$29-\$32 per week) and ideal for 3-4 people.
- Share prices are based on a 20-22 season and typically delivered May through October.

How To Start a CSA Voucher Program:

- The employer determines the number and value of vouchers that will be available to employees for the growing season. On average, 5-10% of employees are interested in this opportunity.
- The program cost is \$220 per employee, which includes the \$200 voucher that goes directly to the farm and \$20 program fee that covers staff time to create marketing materials, manage CSA sign-ups, and provide program support.
- KYFSC finalizes program dates with employer and promotes CSA program internally.
- During CSA signups, participating employees consult their designated program page, learn about CSA options, and purchase a share with their employer voucher code. Employees are responsible for paying the share balance less the voucher.
- Employees pick-up CSA shares at work May through October.
- Visit the how it works page for more info, <https://www.kyfarmshare.org/how-does-it-work>.

Employee Testimonial:

- “This was a GREAT opportunity to try new foods that were delicious and high quality. The flavor and texture of what we received was definitely superior to most of the produce found in the store and kept better as well. My family is very happy to have participated in the CSA.”
-Kentucky Medical Services Foundation CSA Member
- “I thought the CSA was great. One of standout items was fresh watermelon. The flavor was so much better than any other watermelon I have tasted. The ability of just picking up veggies from work before heading home is great way to ensure you have a fresh supply at home.”
-Genscape CSA Member

Contact Us:

The [Kentucky Farm Share Coalition](#) is a program administered by [Organic Association of Kentucky](#). For more information, contact Brooke Gentile, Executive Director of OAK, at brooke@oak-ky.org or Katie Harvey, CSA Program Coordinator, at katie@oak-ky.org.