KENTUCKY FARM SHARE COALITION

Connecting Employees with Local, Organic CSA Shares

What is workplace CSA?

Community Supported Agriculture (CSA) is a subscription-based model of buying local food directly from a family farm. Members sign up ahead of the season and then receive a weekly share of the farm's harvest.

Kentucky Farm Share Coalition is a wellness program that brings weekly, certified organic produce CSA shares to workplaces. Employers partner with the coalition to promote CSA shares to their employees, create a CSA pick-up at their worksite, and offer CSA vouchers to employees to incentivize fresh food from local, certified organic farms.



CSA Promotes Fresh Food and Healthy Habits

CSA members Eat More Vegetables On average, 6.3% Kentuckians consume the daily recommended amount of vegetables. On average, 84% Kentucky Farm Share Coalition CSA members consume the daily recommended amount of vegetables.

Healthy food matters, especially when only 6.3% of Kentucky adults meet the daily vegetable intake recommendation and a majority struggle with diet-related illnesses. Starting a workplace CSA program focused on increasing access to fresh vegetables is a low-cost way to invest in employee health.

When employees participate in workplace CSA they report going to the doctor less, spending less on prescriptions, eating less processed food, and feeling overall healthier. For those that start CSA in poorer health the benefits can also be greater.

Investing in Employee Wellness

The Coalition works with employers to offer CSA voucher incentives towards a CSA share. These vouchers typically allow participants to put \$200 towards the total cost of a vegetable share that ranges from \$460-\$700 for 20-22 weeks of produce.

Employers that offer CSA vouchers reduce the financial barrier to join a CSA, encourage more employees to choose fresh foods, and they offer a direct wellness benefit that support family farms. CSA vouchers may also benefit employers by leading to lower employee health expenditures over time. When a CSA voucher program was piloted at the University of Kentucky in 2016 they found that for every \$1 invested in the CSA vouchers \$2.47 was saved on dietrelated medical expenses, with significant impacts for those who started the program in lower than average health.





What's in a CSA share?

CSA shares feature a wide range of certified organic produce that is seasonally-grown in Kentucky. On average, each partner farm grows 30-40 different crops per season, each with many different varieties.

Our partner farms offer three different share sizes so that members receive the right amount of fresh produce for their household. CSA members also have the opportunity customize their share each week through an online account. When they login they can swap vegetables, add on other items, or pause their share. If they skip a share they can use credit in a future week. Every CSA share includes 100% certified organic produce that is raised on the farm.

CSA is more than food

When participants join a CSA they get more than just produce. They get food grown for freshness and quality from less than 100 miles away. This ensures participants receive food that is nutrient-dense and flavorful.

CSA is also a way to learn more about how your food is grown and puts you in direct relationship with the farmers caring for the land. Each partner farm sends members weekly communication that includes farm updates, resources, and recipes to use the seasonal produce in their farm share.

The food dollars invested in CSA also stay in the local community. This offers direct support to family farms that are using organic practices to preserve and improve Kentucky's natural resources.

Make workplace CSA a success

Get in touch with the coalition to learn more about workplace CSA. The coalition staff can provide full administrative support, template program materials, and a catalog of CSA resources that will get employees excited about fresh food and cooking this season.

When employers partner with a coalition-endorsed farm their employees will receive a high quality CSA product and member experience. CSA participants will also have the opportunity to take part in CSA cooking classes hosted by the coalition throughout the season. Staff will also send employers end of season survey tools to evaluate the program and gather feedback.

Schedule a meeting to decide if a workplace CSA program is right for your organization. The coalition will make recommendations on program format, number of CSA vouchers, and share ideal dates for a program on rollout. Workplace CSA program is ideal to promote fresh food access, a healthy lifestyle, and the local food system.

CSA share size for every household



Small Share

This size comes with 5 - 8 items and is great for 1st time CSA members and a household of 1-2 people.



Regular Share

This size comes with 7-10 items and is ideal for households of 3-4 or families that cook most nights.



XL Share

This size comes with 11-14 items and is good for larger families or plant-based households.



