

# 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.

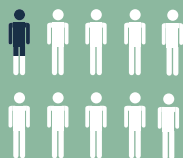
Kentucky Farm Share Coalition is a wellness program that brings weekly, certified organic produce CSA shares to workplaces. Employers partner with the coalition to promote CSA shares to their employees, create a CSA pick-up at their worksite, and offer CSA vouchers to employees to incentivize fresh food 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 diet-related medical expenses, with significant impacts for those who started the program in lower than average health.



