Community Supported Agriculture and Worksite Wellness

Garrett Ziegler  
zieglerg@msu.edu  
Community Food Systems Educator  
Michigan State University Extension

Kelly Wilson  
Kelly@localdifference.org  
Director of Community Partners  
Taste the Local Difference
What is a CSA?

Community Supported Agriculture (CSA) is an alternative, locally based economic model of agriculture and food distribution, with growers and consumers sharing the risks and benefits of food production.
Michigan Statewide CSA Network Members
Michigan Statewide CSA Survey

• Network Identified a need to better understand current “situation” of CSA farmers in MI
• Developed using input from several previously utilized CSA surveys from around the country
• Input from network partners and farmers
• Launched in spring 2018
• Distributed through statewide listservs, local contacts (MSUE), farm organizations
• Collected data through early summer 2018
Results – Who are CSA Farmers in MI?
Results – What do CSA Farms in MI look like?

It varies….a lot!
Results – What do CSA programs in MI look like?

• Price of full share ranged from $0-$1200, with average being $523
• 10 farms indicated they offer work share CSAs
• Definition of a standard share = 8-12 items (or 10lbs) with a value of $20-$30/week
• 63% of respondents offer share "add-ons"
Results – What do CSA Programs in MI look like?

Q19 - Tell us a little more about your CSA distribution. Select all drop-off/pick-up locations that your farm has.
Results – How do CSA farmers view business viability?

Q31 - Do you consider your farm to be a viable business?

Q35 - Does your farm/CSA program depend on off-farm income for support?
Broad Survey Conclusions

• There are a number of diverse CSA farms in Michigan working at all sizes and scales.
• Opportunities exist for organizations like non-profits, extension and other community organizations to connect CSA farms to work on food access.
• Farmers use a variety of definitions for farm viability and there are a variety of goals that farmers have for their CSAs.
• Farmers see a need to grow the pie of local eaters and understand they are working in a very competitive marketplace that requires large changes in the way we eat.
Work Place Community Supported Agriculture

• Benefits to the workplace
• Benefits to the farmer
• Important things to consider
• Strategies for success
• How Extension can help
Benefits to the workplace

• Improved dietary patterns
• Camaraderie and community among employees
• Convenience
• Can lower healthcare costs
• Attractive employee benefit
• Increase job satisfaction and employee retention

Great story!
Benefits to the farm

• Guaranteed sales
• Reduced burden of finding members and coordination logistics
• Develop lasting relationships
Things to Consider

- Timeline
- Minimum share # requirements
- Drop-off/pick-up site and logistics
- Communication
- Missed share pick-ups
- Payroll Deduct
Choosing the Right Farm

- Farm location
- Season
- Share size/type
  - Crop Mix
  - Cost
- Communication style
- On-farm activities, events for worksite or CSA members?
KY Farm Share Coalition
- Typically self-insured
- Vouchers
- Shared promotion
- Coordinate employee farm selection
- $20/share farm fee + employer service fee

WI FairShare Coalition
- Insurance rebate
- Managed by insurance provider
- Coalition funding through community fundraising, cookbooks, etc
- Bike-the-barns; health alliances
Strategies for Success

- Survey employees
- Payroll Deduction
- Incentives through wellness programs (bags, $, etc.)
- Drawings for $ off shares
- Matchmaker for share splitting
- Cookbooks
- Cooking with your CSA Chef Demo
- Utilize social media
- Volunteer at the farm
- Share potluck at work
Workplace CSA Program Examples

- TLD and Munson Health Care
- Kentucky FarmShare Program
Worksite Wellness CSA

Taste the Local Difference®

kelly@localdifference.org
TLD- Michigan’s Local Food Marketing Company

**Mission:** "To educate consumers about the value of local food, and support food and farming entrepreneurs in building successful, well-connected, and thoughtful businesses."

- Connector
- Marketing Support
- Free Resources:
  - [Local Food Guide](#)
  - [Database](#)
Worksite Wellness CSA Program

TLD Provides:

- Thoughtful farm match
- Farm/worksite coordination
- Marketing resources, support
- Employee education (as desired)

Worksite Provides:

- CSA drop-off site
- Access to employees to promote CSA program
- (Optional) payroll deduction for CSA cost
Dear Reader,
We've got good news! We are expanding our reach to West Michigan! This means we will be able to connect you to local food wherever you are in the state. Get more details below. Plus, we're still really excited about our 2019 Guides. If you haven't gotten your hands on them yet, you can check them out online here.

Cheers!
Emma

Know Your Farmer
anywhere in Michigan
University of Kentucky and Kentucky FarmShare
Kentucky Farmshare Coalition

- Collective marketing organization
- Facilitate relations between employers and producers
- Develop supply-side capacity
KY Farm Share Coalition Partner Employers 2019

- University of Kentucky
- Lexington-Fayette Urban County Government
- EC Matthews Construction
- Lexington-Fayette County Health Department
- Kentucky Medical Services Foundation
- KY Personnel Cabinet (funded by KDA)
- Valvoline Global Headquarters
- CLARK Material Handling
- Schneider Electric*
- Genscape*
- Kentucky Center*
- 11 employers and over 730 vouchers

* Worksite drop-off, non-voucher
## UK CSA Voucher Program: Participation

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small ($100 voucher)</td>
<td>NA</td>
<td>101</td>
<td>133</td>
<td>190</td>
</tr>
<tr>
<td>Regular ($200 voucher)</td>
<td>199</td>
<td>150</td>
<td>138</td>
<td>284</td>
</tr>
<tr>
<td>Total</td>
<td>199</td>
<td>251</td>
<td>271</td>
<td>474</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet &amp; Greet</td>
<td>24</td>
<td>113</td>
<td>78</td>
<td>NA</td>
</tr>
<tr>
<td>VegOut Workshops</td>
<td>94</td>
<td>96</td>
<td>51</td>
<td>TBD</td>
</tr>
</tbody>
</table>
Project 2: Medical Impacts

- Gather medical claims from UK CSA voucher participants
- Keep claims which were reasonably diet-related (hypertension, diabetes, etc.)
- UK CSA participants pre/post vs other UK employees pre/post
- Determine if changes between groups are significant
Results

- **Diet-Related Medical Claims**
  - 2015: Decrease of $900 after 1st year of CSA for high-expenditure employees
  - 2016: Decrease of $1300 after 1st year
  - UK benefit: $2.47/$1 invested

- **Diet-Related Pharmacy Claims**
  - 2015: Decrease of $180 after 1st year of CSA high-expenditure employees
  - 2016: Decrease of $230 after 1st year
  - UK benefit: $3.34/$1 invested
Opportunities Moving Forward

• Exploring more relationships between local CSA farmers and local businesses
• CSAs will be looking to diversify their customer base and will be looking for local organizations to partner with
• Voucher programs have shown significant return on investment in other parts of the country and can help make the business case for programs moving forward.
Questions?

Garrett Ziegler
zieglerg@msu.edu
Community Food Systems Educator
Michigan State University Extension

Kelly Wilson
kelly@localedifference.org
Director of Community Partners
Taste the Local Difference
MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, sex, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.