A New Employee Benefit
*Farm to Workplace Program*

Erika Jones
Bill Herman
A Collaborative Relationship
FairShare and Aprilaire

Bill Herman
Corporate Director of Human Resources
To help you protect the health and comfort of your family, the only truly effective solution is a whole-home solution. That’s why Aprilaire considers your entire home when creating indoor air quality solutions.

- Home Air Purifiers
- Furnace Humidifiers
- Home Ventilation Systems
- Central Dehumidifiers
- Electric Thermostats
- Zone Control Systems
An indoor air comfort solution provider with offerings ranging from air cleaning to providing optimal humidity levels

Founded in 1938

Based in Madison, WI

Manufacturing plants in:
  – Madison, WI
  – Poynette, WI
  – Phoenix, AZ

Total full-time employees: 400

Total temporary employees: 115

Average age: 42

76% of employees are male
Managing Health Care Costs

• $5,000,000 annual spend
• 5 Health Plans
• 2 Health Insurance Providers
Managing Health Care Costs

Use of Health Care Services

- Medical costs rise an estimated 20% from age 40 to 50
- Medical costs rise an estimated 35% from age 50 to 60
- Age is less a factor in health care costs than the presence of risk factors such as smoking, obesity, physical inactivity and diabetes
- High risk 40 to 60 year old workers incur two to three times higher medical costs than low risk workers in same age group

Managing Health Care Costs

**Strategy**

1. Positively influence health care utilization and costs associated with health care
2. Position wellness and health education programs as a comprehensive care management strategy
3. Reduce future demand for inpatient and outpatient care through targeted initiatives, promotion of healthy lifestyles, and to focus on the long-term issues of employee health
4. Adopt an outcome-driven mindset focused on long-term issues of employee health rather than short-term financial fixes
Managing Health Care Costs

What we are doing...

...Not a program

A strategic initiative to improve the health and well-being of our workforce and their families

- Creating a Culture of Health
  - Health Matters is our initiative to encourage healthy lifestyle choices for employees and family members

- Identifying and managing health risks
  - Encourage and reward those who are engaged in their health
    - Monetary incentives tied to health insurance premiums
Managing Health Care Costs

Creating a Culture of Health

- Health Matters
  - Resources and services provided by a Health Coach and Educator
Creating a Culture of Health

• Resources and services provided by a Health Coach and Educator
  – Promotion of healthy lifestyles
  – Chronic care
  – Disease management
  – Biometric screenings to identify and manage risks
Creating a Culture of Health

Nutrition – one of three areas of focus:

*Community Supported Agriculture*
CSA Strategy

• Create a partnership with FairShare
  – What makes CSA successful in the workplace
    • Easy, convenient, visible, fun
  – How to promote CSA membership
    • Targeted messaging specific to employee demographic
  – What drives employee engagement in CSA
    • Affirmation employee made the right decision in participating
  – What helps to retain CSA membership
    • Value

• Create a workplace implementation strategy
  – Determine critical success factors
Critical Success Factors

1. Focus on nutrition (not the health insurance rebate)
2. Identifying the right farm to match the need of our employee population
3. Marketing approach to establish awareness and excitement about becoming a CSA member
## Workplace CSA Implementation Strategy

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<th>Month</th>
<th>Event</th>
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<td>October</td>
<td>CSA Informational Meetings</td>
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<td>November</td>
<td>CSA Survey of Employees</td>
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<td>June</td>
<td>Lunch Workshop 3</td>
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<tr>
<td>July</td>
<td>CSA Share Delivery Ends</td>
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<td>August</td>
<td>CSA Survey</td>
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CSA Informational Meetings

FairShare presented on workplace CSA during Eat Right for Life program.
CSA Interest Survey of Employees

Over 70 employees completed survey

Questions:
• Do you currently belong to a CSA?
• Do you like to cook?
• How often do you go out to eat per week?
• How many days per month are you out of town for work & pleasure?
• Would you be interested in participating in CSA
  – 37% said Yes
  – 44% said Maybe
  – 18% said No
Farm Visits and Selection

- Developed selection criteria
  - Poynette delivery
  - Farm-based activities – accessible to employees
  - Reasonable pricing
  - Variety of shares offered
  - Farm/employer relationship

- Identified farms within region
- Screened farms based on selection criteria
- Farm visits
- Farm selection
Announced Selected Farm

- Rolled out 4 day promotional campaign, which revealed our farm
- Shared introductory video of farm on our intranet
- “Meet the Farmers” lunch meetings
Share Sign-up

- Employees had the option to pay by payroll deduction
- Those who signed up received the A to Z CSA cookbook
- All employees who have GHC-SCW are eligible for $100 or $200 towards the cost of their share
- In total 52 employees signed up for a CSA share
  - Madison = 26%
  - Poynette = 9%
  - Total Participation = 20%
Lunch Workshops

**June**
“I am a CSA Member - now what do I do with all this produce?”

**August**
“Delicious and NEW ways to use your CSA share”

**October**
“Late season produce... What to do? What to do?”
Mid-Season CSA Assessment

1. Informal feedback
   - Easy and convenient
   - Mixed reactions on share size

2. Conducted a share comparison – cost per pound
   - Our farm didn’t fare well
End of the Season CSA Survey

1. Which share option did you select?
   - 52.9% selected Half Share, Every Other Week
   - 38.2% selected Half Share, Every Week
   - 8.8% selected Full Share, Weekly
   - 2.9% selected Full Share, Every Other Week
End of the Season CSA Survey

2. What have you liked/enjoyed most about being a CSA member at Aprilaire

– 61.8% selected “Supporting a local farm”
– 58.8% responded “Convenience” and “Eating Local and Organic Produce”
– 26.5% responded “We ate healthier because we were getting produce each week”
– 23.5% selected “Variety of Produce Received”
– 11.8% selected “Cooking Classes to help me best utilize my share”
3. Did you or anyone in your family notice any health benefits from eating more fresh produce?
   – 55% responded “Reduced Weight” and “Increased Energy”
   – 36% responded “Reduced Cholesterol” as a result

4. How satisfied are you with your share this season; rated on a scale of 1 (not satisfied) to 5 (highly satisfied)?

<table>
<thead>
<tr>
<th>1 (Not Satisfied)</th>
<th>2 (Satisfied)</th>
<th>3 (Highly Satisfied)</th>
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<td>0%</td>
<td>24.2%</td>
<td>45.5%</td>
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End of the Season CSA Survey

5. Do you plan to sign up for CSA next year?
   – 54.5% stated “Yes”
   – 36.4% stated “Undecided”
   – 9.1% stated “No”

6. Written comments
   – Most important takeaway: Share size was an issue
Steps Taken

• Debriefed with our farm
  – Shared survey
  – Discussed issues/concerns

• Transition to new farm

• Increase connection to other local food source options
  – Bread share
  – Meat share

• Developing communication strategy

• Developing engagement initiatives around the CSA
Workplace Community Supported Agriculture (CSA)

Where we are today
Where We Are Today

Participation levels;
- Madison: 19%
- Poynette: 18%

Farm has expanded to be a year-round program:
- Winter and spring shares
- Egg share
- Poultry shares
- Pork shares

Additional offerings:
- Maple Syrup
- Honey
- Fruit (apples, blueberries, peaches, strawberries, cherries)
Benefits of doing a worksite CSA

• Helps to break down barriers to eat healthier
• Creates a conversation around food at home and work
• There is a positive vibe around CSA at work
• Programming around nutrition is made easier
CSA: Farm to Workplace

FairShare CSA Coalition – Farms, Food & Health Conference

January 29, 2016
Mission: Connect & Support Farmers & Eaters
FairShare
23 years of connecting and supporting CSA growers and eaters!

- Outreach and education
- Grower Education & Mentoring
- Partner Shares
- CSA Health Insurance Rebates
- CSA Open House & Bike the Barns
Workplace CSA!
2014 – FairShare received Buy Local, Buy WI grant to help companies develop workplace CSA programs

For Employees:
Convenience
Camaraderie
Community

>30-50% typically report improvement in energy and health

For Companies:
Concrete wellness/sustainability action
Health Insurance Rebates

CSA Rebates: $100 for one-person households; $200 for couples and families if you have P+, Unity or GHC insurance

CSA members are eligible for points in Dean Health’s Healthy Living Program
The Process

1. Employee Survey: *Gauge interest*
2. FairShare farm matching
3. Select your farm!
4. “Market” the CSA to your employees
5. Manage your site during the growing season
6. Evaluate your program
What Increases Participation?

- Well-crafted communication plan & roll out strategy
- Incentives & publicizing CSA rebates
  - Payroll Deduction
  - Educational opportunities
  - Great veggies

Keep tweaking!

*If the first farm you choose isn’t a good fit, don’t give up!*
What We Provide:

- Timeline, toolkit, survey and graphic templates
- Presentations – ‘What is CSA?’ & ‘How to Make the Most of Your Share’
  - CSA cookbooks
  - Site visits
- Sounding board & support
Our Record:

• Worked with 46 worksites
• More than 21 farms
• 2015: $385,000 CSA sales

• Worksites include: Aprilaire, La Crosse Health Dept, Meriter, Dane County Executive, Madison Metropolitan School District, and more!
Growing Workplace & Community Wellness

Farmacy

One should eat to live, not live to eat. –Molière
CSA = Community Supported Agriculture
Questions?