

2015-2016 COMMUNITY SUPPORTED AGRICULTURE

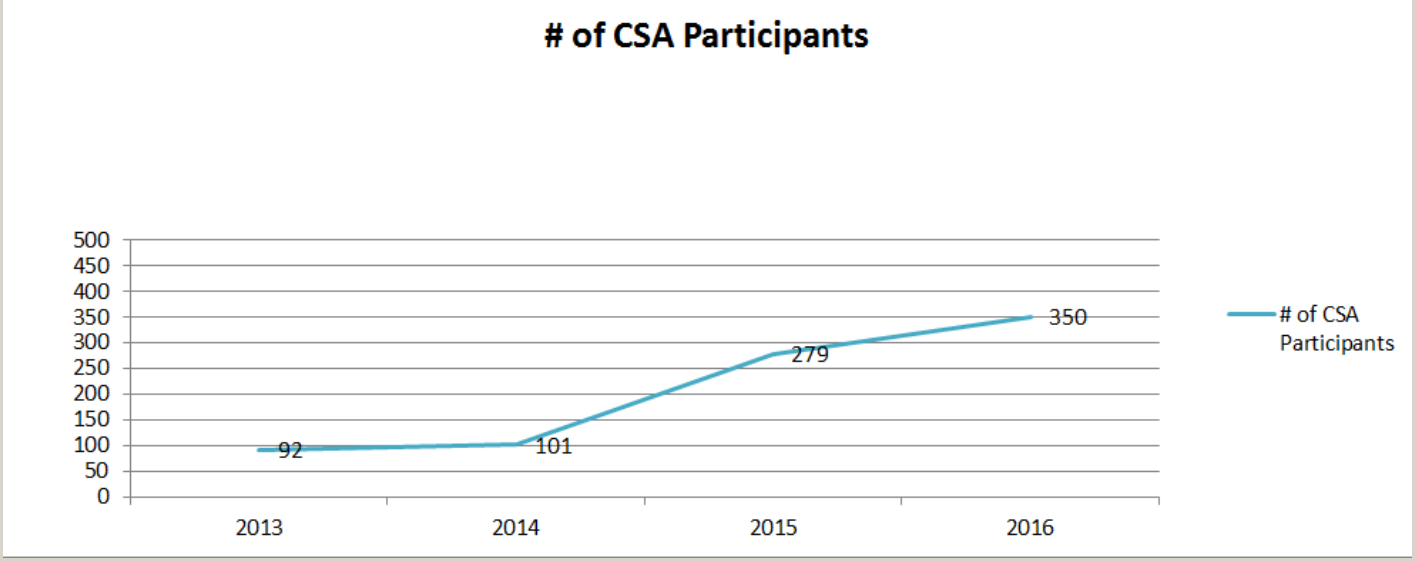
SUMMARY

Research shows that regularly eating a well-balanced diet and maintaining a healthy weight can help reduce risk for many health conditions, including high blood pressure, high cholesterol, high triglycerides, diabetes and certain cancers. According to the CDC, 76% of the US population did not meet fruit intake recommendations, and 87% did not meet vegetable intake recommendations. The CDC also states that "substantial new efforts are needed to build consumer demand for fruits and vegetables through competitive pricing, placement, and promotion in child care, schools, grocery stores, communities, and worksites." The Network's 2015 *Caring Starts with You* health risk assessment data indicate that only 14.6% (up from 13.3% in 2014) of the 8500+ participating employees and spouses consume at least 5 servings of fruits and vegetables a day.

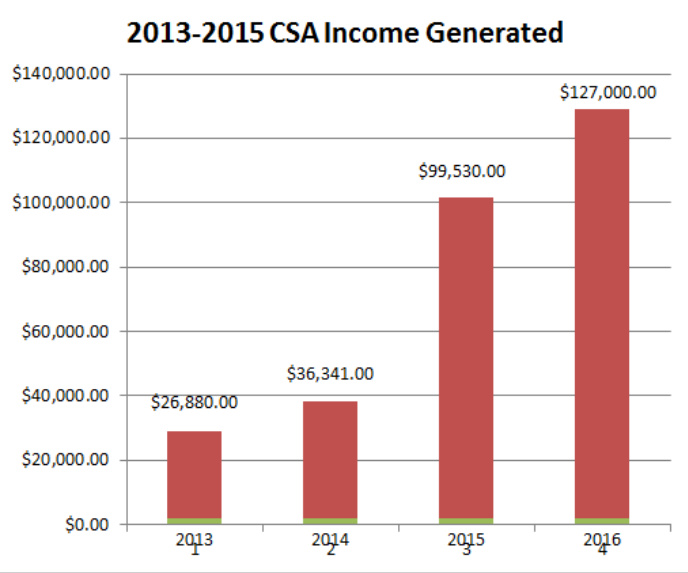
Increasing employee access to locally grown produce through the expansion of the Community Supported Agriculture (CSA) program was a continued area of focus for SLUHN's Employee Wellness Department in 2015/2016. Partnerships with local farmers throughout the Network's region enabled the CSA program to be offered network-wide in 2016; an additional campus site was added (St. Luke's Center), and community shares were piloted at this location. The program has grown from one farmer delivering weekly to three locations (in and prior to 2014) to six farmers delivering weekly to 8 locations throughout the network.

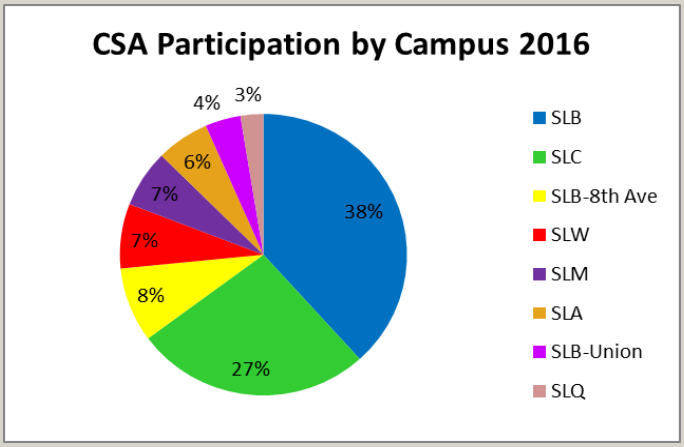
HIGHLIGHTS & SUCCESSES

- Increased CSA participation 25% in 2016

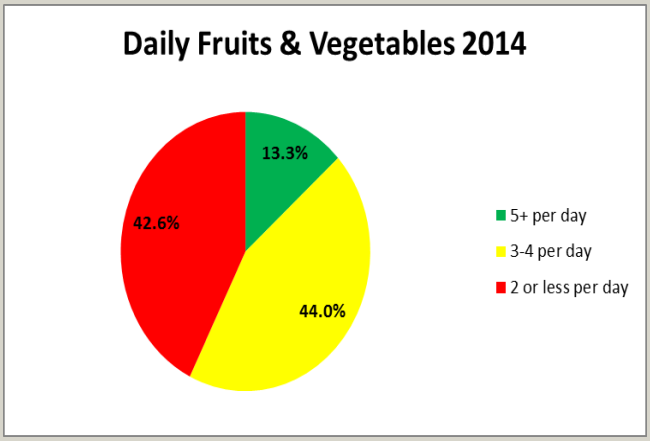


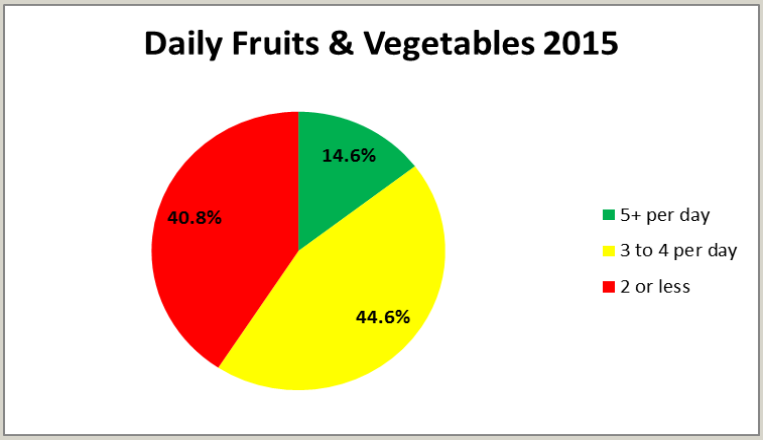
HIGHLIGHTS & SUCCESSES Cont...





- Provided locally grown produce to 350 employees across 6 campuses in Pennsylvania and NJ
- $127,000 generated and returned into the pockets of 6 local farmers; an increase of 28% from 2015





CHALLENGES & NEXT STEPS

Challenges include:

1. Logistics - managing multiple farmers, delivery sites and delivery days
2. Building manageable communication workflows with farmers and participants, from registration through evaluation\
3. Ongoing education and expectation management with farmers and participants

Next Steps include:

1. Continued annual participation growth at established CSA campuses
2. Emphasis on membership retention year over year, through enhanced communication and customer service
3. Additional CSA distribution site to serve employees at new SLUHN locations - Monroe in 2017
4. Identify and orient additional farmers to support the growing program, as needed

CDC: http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6426a1.htm



Report Submitted in 2016