

# Farm Fresh Produce Delivery



**I**magine having sweet, juicy fruits and crisp, crunchy vegetables delivered to your worksite. Think of the impact this could have on health and productivity! This tool will explain how to have boxes of fresh fruits and vegetables from local farmers delivered right to your worksite. Workers can eat them for a snack, or take them home to their families.

## STEPS TO SUCCESS

1. Work with your Wellness Committee. Discuss the benefits of having fresh produce delivered to your site.
2. Find the money.
3. Choose a vendor.
4. Promote the program to workers.
5. Evaluate the program. Update as needed.

## TOOL TIPS

### Finding the Money

Figuring out how to fund the project can be a little tricky. Explore all of your options. Here are some to consider:

- Ask management to fund this project. They may be surprised by how well this small investment goes over with employees.
- If management is unwilling to pay for the deliveries, you can look at other options. Individual workers or groups of co-workers may be interested in paying for the produce themselves. The Wellness Committee could help with details.
- Management and staff could share the cost.
- Get creative with fundraising! Give workers the option of paying to wear blue jeans on Fridays. At a special event, let staff pay to throw water balloons at the boss.

### Choosing a Vendor

Community Supported Agriculture (CSA), is a network of people who pledge to support a local farm, or farms. Members pay a price at the beginning of the growing season for a share of the anticipated harvest. Once harvesting begins, they receive weekly shares of vegetables and fruits.

There are also private produce delivery vendors to choose from. Go to [www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx](http://www.cdph.ca.gov/programs/cpns/Pages/WorksiteFitBusinessKit.aspx) for links to vendors and CSA information. Or you can do your own Internet search. Try “produce delivery <your city>.” For example search “produce delivery Los Angeles.” This will help you get an idea about your options.

### FARM-TO-FORK STAGES:

Farm-to-Fork refers to the system that gets our food from the soil (farm) to our dinner tables. Here are the steps:

1. harvesting
2. storage
3. processing
4. packaging
5. sales
6. consumption/table

#### IN AGRICULTURE:

- Allow employees to take home food from the farm. Provide recipes for preparing meals using the produce. Use your produce to offer culturally appropriate dishes at farm meetings or picnics.
- Host a farm stand with other local growers in the area to offer produce at discounted prices.
- Offer fruits and vegetables as snacks.

Things to consider when choosing a vendor:

- Do they deliver, or will someone have to pick up the order?
- Do they offer a package size that meets your needs?
- What is the cost? How are payments made?
- What is the company's reputation?
- What is the length of the contract?
- Is there a variety offered?
- What form you'll need — raw, washed, etc.?

#### Getting Out the Produce

- Choose a person to be responsible for passing out the produce. This might be a good job for someone on the Wellness Committee.
- Items could be left in break rooms, available in meetings, or delivered straight to workers.
- Make plans for what to do when someone is on vacation.
- Talk about what to do when there is leftover produce.

#### Evaluate the Program

Once the produce delivery has been going for a couple of months, evaluate it. Are the fruits and vegetables being eaten? Are the employees happy with the service? Is the cost what you expected? Make improvements based on your evaluation results.

#### GO FURTHER

- Have a contest to see who can create the best dish using the produce.
- Post nutrition facts and recipes for each item. Find great information at *Nutrition Education and Obesity Prevention Branch—Harvest of the Month Program*: [www.HarvestOfTheMonth.com](http://www.HarvestOfTheMonth.com)

#### FOR MORE INFORMATION:

Visit our website at [www.cdph.ca.gov/programs/cpns/Pages/WorksiteProgram.aspx](http://www.cdph.ca.gov/programs/cpns/Pages/WorksiteProgram.aspx) for:

- links to vendors.
- printable handouts.
- more information.

