

# WASHINGTON WELLNESS

## GUIDE TO CSA DELIVERY AT STATE WORKSITES

Version 1: Released January 2011



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# OVERVIEW

Washington Wellness was established by an Executive Order of the Governor in 2006, and then placed into statute by the legislature in 2007. Washington Wellness works with the state work organizations to develop and sustain a *healthy work culture* that supports and improves the health and productivity of the workforce. Washington Wellness is physically located in the Division of Public Employee Benefits of the Health Care Authority (HCA).

Through a variety of methods, Washington Wellness works with state work organizations (such as state agencies and institutions of higher education) to improve the health and productivity of the workforce by improving eating habits, increasing physical activity, increasing use of recommended preventive care and behavior change benefits, and decreasing tobacco use. In order to improve eating habits of employees, worksites benefit from looking at the access that employees have to healthy foods – at the worksite, and at home. Eating recommended amounts of fruits and vegetables reduces chronic disease. Prevention costs less than treating illnesses caused by an unhealthy diet. Offering convenient access to fruits and vegetables is an effective way to support employees in adopting healthy eating habits. Healthy employees are more productive and miss work less often. The impact of offering convenient access to fresh produce to the state work organization is minimal and considered part of the organization’s wellness program.

“Community Supported Agriculture” or CSA is a subscription service offered by local farms. The farmers harvest and deliver a weekly share of the harvest and package a variety of what is ripe in a box. Employees sign up with the farm and pay the farm for the subscription. The farmer delivers the boxes of produce on a specified day and time to the state work organization. The participating employees pick up their box of produce and take it with them when they leave work.

Four state agencies participated with Washington Wellness, and the Small Farm and Direct Marketing Program of the Washington State Department of Agriculture in a pilot project to set up CSA delivery at a state worksite and document the process. During the 2010 growing season, the Departments of Agriculture, Fish and Wildlife, and Natural Resources, and the Recreation and Conservation Office facilitated delivery of CSA subscriptions to the Natural Resources Building employees in Olympia. A few other state work organizations who were not part of this pilot have already implemented CSA delivery at their worksites. Many of the examples and tips in this toolkit were produced by the pilot project committee.

## Acknowledgements

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We acknowledge the following individuals and organization for their contribution in making this toolkit easy and useful for other state work organizations who are ready to start a CSA delivery site.

Patrice Barrentine, Direct Marketing Coordinator, Department of Agriculture  
Stacy Laney, Wellness Coordinator, Department of Agriculture  
Jhenifer Morfitt, Wellness Coordinator, Department of Fish and Wildlife  
Rachel LeBaron Anderson, Wellness Coordinator, Recreation and Conservation Office  
Angela Campbell, Wellness Coordinator, Department of Employment Security  
King County Health Care Reform Program

## How to Use This Toolkit

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This toolkit offers step-by-step instructions for setting up CSA delivery at your worksite. Examples and resources are included. Many of the steps when achieved complete some criteria for the Washington Wellness Worksite designation program. These steps are identified in a blue box with this symbol:



“Tips for Success” consist of practical advice, and appear in a light gray box with this symbol:



“Helpful Resources” include links or examples, and appear in a gray box with this symbol:



# QUICK START CHECKLIST

Step	Check if Completed
Check your wellness policy to determine if the activity fits.	
Approval from Senior Manager	
Approval from facilities for delivery space	
Inform employees about CSAs and assess employee interest	
Determine criteria for farm selection and select farm(s)	
Establish a written agreement with farm(s)	
Communicate with employees: how to sign-up with the farm(s) and pick-up logistics	
Establish a worksite liaison to answer employee questions and assure delivery goes smoothly	

# TIMELINE

<b>Month</b>	<b>Action</b>
February	Senior Leader approval Facilities approval
March	Inform employees and assess interest Determine criteria and select farm(s)
April	Establish agreement with farm(s) Inform employees about how to sign-up
May	Employee reminder to sign-up by May 15
June	CSA delivery begins
October/November	CSA delivery ends

# POLICY

State government organizations may, as part of their wellness program, provide a delivery site where employees who choose to use the service may pick up weekly pre-paid and pre-packaged produce delivered by local farms. It is up to the state work organization to determine de minimis for its own programs.

On January 8, 2010, the Executive Ethics Board gave this opinion with regards to state worksites serving as a drop-off site for CSAs purchased by employees:

[The Board] discussed the question of whether a wellness program that would use a state agency's parking lot as a delivery site for weekly pre-paid, pre-packaged local farm produce to be picked up by agency employees would violate RCW 42.52.160 or WAC 292-110-010. In Advisory Opinion 96-03, the Board opined that de minimis use of state resources to support recreational activities as part of a wellness program had already been addressed in WAC 292-110-010 because it allowed for de minimis use of state resources when (a) there is no cost to the state; and (b) such use does not interfere with the conduct of state business. The same rule permitted de minimis use of state resources when there is a public benefit, direct or indirect.

The current Board opined that WAC 292-110-010 still allows use of state resources for wellness activities under:

(2)(b). An agency head or designee may authorize a use of state resources that is related to an official state purpose, but not directly related to an individual employee's official duty; and

(2)(d). A state officer or employee may make an occasional but limited personal use of state resources only if each of the following conditions are met:

There is little or no cost to the state;

Any use is brief;

Any use occurs infrequently;

The use does not interfere with the performance of any officer's or employee's official duties; and

The use does not compromise the security or integrity of state property, information, or software.

The activity presented to the Board consisted of the use of an agency parking lot as the delivery site for local farmers to use to drop off boxes of fresh produce to agency employees on a weekly basis. This service would be offered as a subscription only service that is managed via a competitively bid contract made by the agency with local farmers. The farmers then package fresh, locally grown produce into boxes that are delivered to agency subscribers at their place of employment once per week at a designated time.

The Board understood that the employee merely had to go out to the delivery site, take their box and store it until they left work for the day. It would be up to the agency to

determine how, or if, to store boxes for the employees and how to make this service available to all agency personnel so as not to violate RCW 42.52.070.

<http://www.ethics.wa.gov/MEETINGS/Minutes/2010/010810%20Minutes.htm>

An organizational wellness policy is highly recommended. It demonstrates that the state organization has a wellness program and provides rationale for offering a CSA delivery service.



A Health and Productivity/Wellness Policy is essential to meet one of the Washington Wellness Worksite criteria under the category *Reshape the Internal Work Environment*.



**Helpful Resources:**

The following is an example of a state work organization wellness policy:

[Department of Personnel Wellness Policy](#)



# ENGAGEMENT

This section provides tips and examples for enlisting senior leader support and promoting the service to employees.

## Senior Leader

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Seek approval from your senior management. Ask them for their support which may be any of the following actions: an email to all employees from the senior leader promoting the service; picture of senior leader(s) picking up their box of vegetables; stories of how they used the produce.

*“Even though I have retired from WSDA, I remain a staunch supporter of the CSA program. Creating market opportunities within State government is not only a win/win proposition for the consumer and the producer, it serves to keep this important program financially viable.”*

– Bob Gore, Former Department of Agriculture Deputy Director



*Former Department of Agriculture Deputy Director, Bob Gore picking up his CSA box. Others in the picture from left to right: Michelle Lucero, Patrice Barrentine, Jennifer Gridley.*



*Senior Leader promotion or participation meets one of the Washington Wellness Worksite criteria under the category Create a Healthy Work Culture category.*

## Employees

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Inform employees about CSAs. Find out if employees are interested and about how many would purchase a CSA. Use what you know about your employees and your worksite culture to determine how best to communicate with employees, and which communication vehicles work best.



*Employees at the Natural Resources Building in Olympia talking at the 2010 CSA Trade Show.*



### Helpful resource:

Here is an example of a state work organization's initial email message and interest survey.

[Sample CSA Informational and Interest Survey Email Sent to Employees](#)

[Employee Survey](#)

# IMPLEMENTATION

This section covers the logistics of having a CSA delivery service in a state work organization.

## Farm Selection

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### Criteria

It is recommended that the work organization create a set of criteria that the farm must meet to be considered for CSA delivery of fruits and vegetables. The State requires the following:

- Liability insurance of \$1 million per incident
- Washington State Business License
- Agree to sign a Hold Harmless Agreement which holds the state and the work organization harmless for actions of the vendor.



### Helpful resource:

If the subscription includes eggs, dairy, poultry, meat, or additional grocery items (such as coffee) additional requirements for the farm and the delivery site can be found here:

<http://agr.wa.gov/Marketing/SmallFarm/directmarketinghandbook.aspx>

In creating a list of criteria, consider the ability of the farm to:

- Deliver to the worksite location on the day and time you want
- Provide the number of CSAs for your location
- Return the day after delivery to collect empty boxes and shares not picked up
- Provide conventional or certified organic products according to employee interest
- Provide list of what the CSA share includes
- Provide online payment capability
- Share names of employees participating with worksite coordinator
- Provide a brochure
- Provide a weekly newsletter with preparation and handling instructions
- Deliver a minimum number of shares



### Helpful resource:

The following is an example of one state worksite's criteria and spreadsheet to solicit and track the information across potential farms.

[CSA Farm Vendor Application](#)

## Locating Farms

To find farms in your area, here are a few databases to help your search.

- [Washington Farmers Markets](#)
- [EAT North Central Washington](#)
- [Local Harvest](#)
- [Puget Sound Fresh Farm Guide / Cascade Harvest Coalition](#)
- [Rural Roots Local Food Guide](#)
- [Tilth Producers Directory](#)
- [WSU Farm Finder](#)

Or contact your local [Washington State University Extension Office](#) or the Department of Agriculture's Small Farm Direct Marketing Program at [smallfarms@agr.wa.gov](mailto:smallfarms@agr.wa.gov).

## Interviewing Farms

From the list of farms in your area, determine how you want to contact them. Consider these questions to help with this step:

- Do you want to put out a request to all of them to find out which ones are interested?
- Do you want to call each farm and interview them over the phone?
- Do you want other employees to participate in the interviewing and selection?

This step can be as easy as emailing a brief letter of explanation and a request for interested farms to submit information which demonstrates that the farm meets the criteria.



### Helpful resource:

The following is a template email invitation for farms to apply.

[Invitation to Apply for CSA Delivery at State Agency](#)

## Selecting the Farm

Consider how to involve the employees in the selection. Some options are:

- Put on a 'Farm Trade Show' at the worksite and invite all interested farms who meet the criteria (see next section for more information)
- Paper voting with a ballot box in a central location
- Electronic voting through Survey Monkey or other survey tool
- Interested employees meet and review each of the farms' information and/or interview farms in person
- Wellness Committee makes selection

## Trade Show Option



*Employees and farmers at the CSA Trade Show at the Natural Resources Building in 2010*

Putting on a Farm Trade Show is as an effective method for selecting the farm(s). The Trade Show increases awareness of what the service is; increases employee participation in selecting the farm; and offers farms a way to show what they have to offer. Interested farms come in person to the worksite during a 2-3 hour timeframe. Employees are invited to attend the Trade Show and vote for the farm they would like to purchase a subscription. The farm with the most votes is selected to provide the delivery service to the worksite. Consider this option especially if you have more than 500 employees at the location or if you can team up with several other worksites in the area.



### Helpful resource:

The following is an example and contains the documents created by one state worksite that put on a Farm Trade Show.

[NRB Trade Show Documents](#)

### Agreement

Establish an agreement with the farm per your work organization's contracting rules. Here are items to consider including:

- Hold harmless clause
- Proof of liability insurance of at least \$1 million per incident

- Proof Washington State Business License
- Requirement that vendor is supplying fresh fruits, vegetables, and other farm products that are grown on their farm or in Washington State
- Other criteria which are requirements of the delivery service at your worksite

Please note that the financial agreement is between the employee subscriber and the farm. The agency is not a party to this agreement nor does it have any responsibility financially to the farm or employee. Your work organization agreement with the farm is a certification that the farm meets the established criteria and holds the work organization and state harmless.



**Helpful resource:**

The following are two examples of agreements with local farms for CSA delivery.

- [ESD Delivery Contract](#)
- [NRB Delivery Agreement](#)

## **Facilities**

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Include facilities staff in the early planning stage. You will need a room that is accessible to the farm and employees for delivery and pick-up of subscription boxes. If you need additional protection for the floor, ask the farm for wood pallets and/or purchase a large plastic tarp to put down on delivery day. Work out who will pick up the room when delivery is complete.



**Tips for Success:**

- Ask senior leader to write a letter to facilities affirming that this is an activity that is supported by him/her/them and requesting their assistance.
- Ask to be put on the Facilities meeting agenda.
- Address any concerns that the facilities staff have and serve as the liaison between facilities and the farm. Or, ask a facilities staff person to take the lead in implementing this service.
- Provide the farmer with a key card as appropriate.
- A bulletin board is nice to have for the farmer to put the weekly checklist and messages for employees
- Post instructions for employees which include how to break down the CSA box



Working with facilities satisfies one of the Washington Wellness Worksite criteria under the category of Reshape Your Internal Work Environment to Foster Health.

## **Delivery**

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Identify the work organization liaison with the farmer. This person may be expected to communicate with the farmer and employee subscribers concerning delivery issues. Invite the farmer for a tour prior to the first delivery day. Show the farmer where to park, enter the building, and leave the boxes. Determine who from the work organization will assure that the room is set-up and cleaned up at the end of the delivery day.

# EVALUATION

To determine if CSA delivery is successful, define what success looks like before you start the service. Answer the following statement:

*In November when the CSA delivery is completed, what will have happened for us to consider this a success?*

Here are a few ideas for goals:

- { }% of employees participate in the CSA delivery service.
- Employees who participate increase their fruits and vegetable intake during the season.
- Employees who participate report eating more fruits and vegetables after they participate in a season of CSA delivery than they were before the CSA delivery began.
- A high percentage of employees who participate report satisfaction with the service.

Next, determine what you will measure to demonstrate achievement of the goal and how you will gather the information to get the measure.

## **Example**

Goal-“We expect 5% of our employees to participate in the CSA delivery service.”

Measure-Percentage of employees who participate.

What data will we need to know if that happened?

- Total number of employees available to participate
- Number of employees who sign up and pick up CSA boxes weekly.
- Divide the number of employees who get a CSA box by the total number of employees available to participate.

Another tool for evaluating success may be a survey of participating employees a few weeks after the season is done.



## **Helpful resource:**

The following is an example of a survey sent to employees 3-4 weeks after the season was done.

[End-of-Season Survey from NRB](#)



Setting a goal and a measurement of success for employee fruits and vegetable intake satisfies one of the Washington Wellness Worksite criteria under the category of Use Information and Measurement.



# FOLLOW-UP

Here are some actions you may take to conclude the project.

- Identify and document what worked well and what needs to be improved from the perspective of those involved
  - Employees
  - Site Coordinator/Wellness Committee
  - Facilities Staff
  - Farmers
- Report the outcome of the goal to senior leaders and employees.
- Send thank you notes and/or celebrate your success.
- Make a decision about next year.



## Helpful resource:

The following is an example of a wrap-up email sent to employees who participated.

[NRB Pilot Follow-up and Post Survey for Participating CSA Members](#)



Reporting the outcome to employees and senior leaders satisfies one of the Washington Wellness Worksite criteria under the category of Use Information and Measurement.

# FREQUENTLY ASKED QUESTIONS

## **Who is liable if the produce is bad?**

The agreement between the farm and the state work organization will clearly spell out that the farm/vendor accepts all liability for damaged produce and that any issues with the produce need to be resolved between the employee purchasing the produce and the vendor.

## **Can employees purchase the produce on the day of the delivery?**

This is a subscription; therefore, the produce box is typically purchased ahead of the delivery and usually for several weeks at a time. Employees may pay the vendor for the subscription at the time of delivery, but direct, unplanned sale of boxed produce is prohibited by the Executive Ethics Board.

## **How do the employees pay for the subscription produce box?**

Some farm/vendors have an online purchasing service; some request checks sent to the farm or given to the delivery person. The ordering and payment process could be defined by the state work organization.

## **What is in the box?**

The box contents vary from week to week depending on what is in season. Most farms grow only vegetables; however, some farms may offer fruit, flowers, milk, and other local products.

## **How long is the subscription?**

Many farms offer a subscription for the typical Washington growing season of late May through October. Some farms offer year around subscriptions and may source from additional farms or produce suppliers in the winter months.

## **What kind of storage is needed for the produce boxes?**

The boxes are wax-coated with lids. They are usually the same size as a print paper box. They are stackable and can be stored in a location that is secure and at a temperature of less than 80 degrees. Generally, somewhere inside the office building is best, perhaps in a conference room or lobby or empty cubicle.

## **How will employees pick up their box?**

The process for employees picking up their produce box is up to the employer. Pick-up could happen on a break; at a specified time; or any option that works for the employer and employee.

## **Where will the employees store the box when they pick it up?**

It can be stored in their car (if they drive to work) or under their desk or out-of-the-way place in their work area.

## **How does the employer know if this service helps increase intake of fresh fruit and vegetables?**

Washington Wellness works with agencies and higher education institutions to evaluate the effectiveness of their wellness programs. Currently, the health risk assessment and other survey tools are available to measure improvement in intake of fresh fruit and vegetables.

## **Who do I contact if I have other questions or need more assistance?**

If you are in a Washington State agency or institution of higher education, first contact your Wellness Coordinator. Your Wellness Coordinator may contact [Washington Wellness](#) for more assistance.