



## FARM-TO-WORK

**Purpose of Procedure:** To improve consumption of fruits and vegetables by improving the access to fresh produce via a weekly produce stand available to employees in a business park.

**Concept:** Four businesses share employee access of local produce by allowing Wenninghoff's Farm to set up a produce stand in a designated area of each business's parking lot one day a week for 8 weeks. The actual hours that the produce stand is open will be negotiated between the businesses and the producers with an understanding that sales will be available one day per week over the lunch time hours to enhance access to produce. Responsibilities are defined as follows:

### 1. Partners for a Healthy City Business Responsibilities

- a. Negotiate the exact time and location for the weekly produce stand with the producer.
- b. Determine a schedule for oversight of the weekly activities with equitable division of oversight between the four businesses
- c. Coupon will identify your business, dates of acceptance and location of produce stand. Coupons are good for \$6.00 worth of produce, will be redeemable for the entire 8 weeks that the produce stand is available, and can be used all at once or over the course of the 8 weeks.
- d. Provide instructions for coupon use- i.e. good for purchase of produce; no cash returned; must be used by the final day of sales; no refund for unused coupons; and can only be used by employees
- e. Determine a maximum number of coupons an employee can purchase. For example, since the produce stand is available for 8 weeks, an employee can buy up to 8 coupons. NOTE\*\*\*The businesses have the option of either applying for \$100 of incentive money from Partners for a Healthy City (WELCOM) to use to subsidize the coupons OR they may subsidize \$1.00 per coupon through the company (or a combination of the two options). If PHC incentive money is used, any coupons sold beyond 100 will need to either be subsidized by the company or sold for \$6.00. The farmer is not providing the discount and will still receive \$6.00 from the businesses for \$6.00 worth of produce sold.
- f. Promote and advertise the farmer's market to all eligible employees. Items to include are: farmer's stand hours of operation and where and when employees can purchase \$5.00 coupons for \$6.00 worth of produce. Promotional pieces will be provided by Partner's for a Healthy City, but businesses are encouraged to promote the farmer's market through available internal communication channels.
- g. Begin selling coupons up to 3 weeks before the start of the produce stand. Coupon sales will end one day prior to the start of the farmer's market stand.

**NOTE\*\*\***Once the farmer's stand starts, employees who have not purchased coupons can pay cash at the farmer's stand, but will not receive a \$1.00 discount.

- h. Provide a secure place to store unused coupons and coupon money.
- i. Complete the coupon tracking form and submit weekly sales and final coupon sales information to WELCOM
- j. Meet producer at the beginning of each day of sales to determine location for produce stand and assist with sign placement etc
- k. Post a sign that notes the produce stand is for employees only (sign will be provided by Partners for a Healthy City)
- l. Each business will receive a weekly invoice from Wenninghoff's at the end of each week indicating the number of coupons employees used to purchase produce. Businesses will then reimburse Wenninghoff's \$6.00 for each customer who redeemed their coupon. For example, if 6 coupons were used the business would be invoiced for \$36.00. \$30.00 will come from funds collected from employee coupon sales and \$6.00 will come from the business' incentive dollars.
- m. Each business will also reimburse Wenninghoff's at the end of the eight week selling period for the coupons not redeemed by employees. For example, if 200 coupons were sold, the farmer will receive \$1200.00 total (\$1000.00 from funds collected from employee coupon sales and \$200.00 from the business' incentive dollars.

## **2. Instructions for Employee**

- a. Employees are not required to purchase coupons to buy produce from the farmer's stand. However, it is to the employee's advantage as the employee will purchase a \$5.00 coupon for \$6.00 worth of produce
- b. Up to 8 coupons can be purchased through your human resource representative
- c. Coupon sales start 3 weeks before the farmer's stand and must be purchased by the day prior to the start of the farmer's stand
- d. Coupons can be used only for the purchase of produce items
- e. There is no cash returned when the sale is less than the coupon value
- f. All coupons expire on the last day of the produce sales
- g. No cash is refunded for unused coupons
- h. Coupons are for employee use only
- i. Up to 8 coupons may be used per visit

## **3. Producer**

- a. Obtain contact information of the four businesses participating in the farmers stand.
- b. Arrive at business location at the agreed upon time on the day of sales
- c. Set up produce stand on the agreed upon location
- d. Assure sign is in place that indicates the sales are for employees only
- e. Conduct sales from 11-1 pm each sales day
- f. Accept coupons and cash for sales. Employees can use up to 8 coupons in one visit.

**NOTE\*\*\***the farmer will receive coupons from four different companies. Therefore, the farmer is responsible for tallying up the number of coupons used by each of the 4 businesses' employees and reporting coupons used to each business

- g. Complete tracking instrument that includes total amount of sales and number of coupons redeemed
- h. Invoice each of the 4 businesses for reimbursement within one week of sales
- i. Meet with each of the 4 businesses at the end of the eight week selling period to receive payment for unused coupons