



Healthy Worksite Thought Starter #7

Host an Onsite Farmers Market

Participants in the Mind & Body™ Program are taught that one of the easiest things you can do to improve nutrition is to increase your daily consumption of fruits and vegetables. Unfortunately, it is often difficult for people to access fresh produce, especially during the workday and in urban environments. Hosting an onsite farmer's market will help you build employee awareness of the nutritional value of fruits and vegetables, increase employee access to fresh produce and encourage enthusiasm at the workplace for making healthy decisions.

» Here are a few ideas for how to host an onsite farmer's market.

- **Assess employee interest.** Through informal conversations and email, determine whether your workforce would currently make use of an onsite farmer's market or if they would need to be educated on the benefits of such a venture before implementing the program.
- **Establish a farmer's market committee.** Whether you utilize your wellness committee or build a separate group, allocate responsibility to people across many departments and levels of responsibility in your organization.
- **Recruit employee volunteers.** Find people within your organization who would be willing to help promote the market as well as be on site at the market to help educate employees who attend each month.
- **Select a vendor.** Consult your purchasing, security and legal departments to determine whether there are policies or procedures for choosing a vendor.
- **Work with security and property management groups to identify location of market.** Evaluate the safety, attractiveness, and accessibility of potential locations on your campus. Select a "back-up" location in the case of unforeseen obstacles.
- **Promote the consumption of fruits and vegetables.** Don't wait until the week before the market to advertise; promote the initiative throughout the month with posters, emails, and newsletters to encourage employees to find ways to add more fresh produce to their daily diets.