



## WWC Meeting, March 10, 2016

### Attending:

Leslie Moskowitz (City of Ithaca), Judy Hoffman (ICSD), Beverly Chin (HSC), Avi Miner (CCE, speaker), Debby Kelly (Town of Ithaca), Tina Snyder (CCE), Jennifer Jones (Town of Dryden), Jennifer Hamilton (Cortland County HD), Mike Massari (Ithaca Family Chiropractic), Don Barber (Greater Tompkins Health Insurance Consortium), Emily Adams (Town of Caroline), Theresa Lyczko (TCHD), Beth McKinney (Cornell), Brittanie Earle (Ithaca Youth Bureau), Cay Griffin (Sea Change Chiropractic), Ted Schiele (TCHD)

### Introductions and current activities:

The following wellness activities were reported by participants as they introduced themselves:

- Repeating an employee interest survey last conducted about 5 years ago
- Prepping for CSA sign-ups: 2-3 CSAs are purchased by the employer and employees sign up to get the box on one week
- Healthy fitness riddle in the staff break room
- Healthy snack boxes are underway; all snacks either 50c or \$1

### Announcements:

- The Greater Tompkins County Health Insurance Consortium is holding a logo contest. Concept designs are due April 19. Winning entry gets a \$100 cash prize.

[TompkinsCountyNY.gov/hconsortium](http://TompkinsCountyNY.gov/hconsortium). (Don Barber)

- March is National Nutrition Month. Leslie distributed a handout she had prepared with materials from the Academy of Nutrition and Dietetics' **Eat Right** program, and a page of relevant links.

**Eat Right** materials are available here: [www.eatright.org/resources/national-nutrition-month](http://www.eatright.org/resources/national-nutrition-month). Other links will be posted soon on the WWC web page. (Leslie Moskowitz)

- The American Heart Association, Southern Tier office has announced their **Second Annual Regional Executive Wellness Summit: *Invest in Wellness & Improve your Company's Bottom Line*** on Thursday, May 5, 2016 at the Holiday Inn Binghamton.

The following is from the AHA's Gina Chapman ([gina.chapman@heart.org](mailto:gina.chapman@heart.org)): "In partnership with **eni**, the Holiday Inn Binghamton, Gilroy, Kernan & Gilroy, Lourdes Hospital, and Visions Federal Credit Union, and in support of our Executive Steering Committee, we will offer this one day program, rich in content that will be valuable for mid-level management and Executive positions from employers throughout our region as they assess needs of their organizations, workforces and business models."

Additional info will be sent out to WWC friends as available. Contact Gina if you are interested in being an exhibitor.

- The Mac 'n Cheese Bowl, to benefit Foodnet Meals on Wheels, was held March 12.
- The Human Services Coalition of Tompkins County (HSC) applied for a grant from Excellus BC/BS on behalf of the WWC. About \$1,500 in funding was requested to cover expenses for a county-wide mailer for our Put Fruit to Work promotion in September. Applications were due Feb 5. Our application was not one of the seven awarded in central NY. We will continue to seek funding for the PF2W project. (Beverly Chin)
- The WWC will be changing from its current mailing list to a Google Group for sending out announcements. The advantage of the Google Group, which acts like a Listserv, is that it's interactive; anyone on the list may send an email to the whole group, asking questions, sharing resources and experiences, and making announcements.  
 WWC participants do not need a Gmail account to join the Google Group. An email invitation will be sent to everyone currently on the mailing list. The recipient clicks a link in the email to accept the invitation.  
 Some workplace IT/ email systems are set up to block 'social media' communications, including Google Groups. Often the IT managers can unblock individuals. We will continue to use the email list until everyone has a chance to get signed up. (Ted Schiele)
- A WWC Planning Workgroup met after the January meeting to draft a working Charter for the WWC. It is posted on our [webpage](#). Or [click here for the PDF](#).

The Charter calls for two co-chairs to be elected in November for the following calendar year. A secretary is also elected. Co-chairs will facilitate the meetings, and will work with the secretary to plan meetings. Committees will be created as necessary (for example, the planning committee that worked this out.)

There will be five meetings a year.

## Program

Avi Miner, Cornell Cooperative Extension's Local Foods Coordinator, gave a presentation about Community Supported Agriculture (CSA) and other outlets for fresh, local foods. Here are some highlights of his talk:

- There were 10 farmers markets in Tompkins County in 2015. The largest, the Ithaca Farmers Market, has 120 vendors and about \$5 million in annual sales.
- An online version of the current printed Buy Local guide will be available later this year. Download the printed version here: [cctompkins.org/agriculture/buy-local/guide-to-local-foods](http://cctompkins.org/agriculture/buy-local/guide-to-local-foods)
- Local foods options for restaurants and residents run the gamut, including buying half a beef cow.
- CSA subscriptions are the most common way to purchase local foods outside of retail markets. These are a good value for the consumer; retail costs more when quantity and quality are considered. CSAs also provide farmers with capital needed to get the growing season underway.
- Last year there were 45 CSA farms serving our area, with a total 4,500 shares sold.
- CSA farmers are able to grow a wide variety of vegetables that are otherwise not suited to the stability and acceptance demands of the retail marketplace.

## Share Types

- Box shares: a 1/2 or 3/4 bushel box with a wide variety of vegetables packed by the farmer. Some CSAs will deliver to the workplace, with others it is necessary to pick up the share at a drop-off site. The benefit of a box share is convenience.
- Free Choice share: subscriber goes to the delivery site and selects her or his own produce, up to a prescribed amount. The benefit is the ability to get more or less of particular desired vegetables, rather than smaller amounts of a wider variety.
  - Avi urged worksites to not rule out arranging Free Choice shares for employees, and discuss options with individual CSA farmers.
- Working share: work a number of hours at the farm in lieu of a portion of the share cost.

## Setting up CSA purchasing at a Workplace

- Designate a point person to work with the farmer
- Get whatever employer approval is needed
- Secure a good place for receiving the shares, and for either distributing boxes or for splitting up a share of vegetables among two or more people.

- Make sure a cooler or refrigerator space is available if needed for meats, dairy, or holding vegetables.
- Invite the farmer to come to the worksite and talk about their CSA, for example at an all staff meeting or brown bag lunch.
- Find out what the minimum share purchase is to have shares delivered to the worksite. Consider collaborating with other worksites in your neighborhood to build a base of enough shares to qualify for delivery.
- Work with Avi at CCE to narrow down the best CSA options based on worksite needs.  
[agm32@cornell.edu](mailto:agm32@cornell.edu)
- More info: [cctompkins.org/agriculture/buy-local/](http://cctompkins.org/agriculture/buy-local/)

### **Next Meeting**

Thursday, May 12, 2016

8:30–9:30 a.m.

Program: Gina Chapman, American Heart Association

*Minutes by Ted Schiele*

[tschiele@tompkins-co.org](mailto:tschiele@tompkins-co.org)

3/21/2016