

May 8, 2013

David Pollard
Johnson Insurance Consultants
302 W Superior St
Duluth, MN 55802

Dear Mr. Pollard:

I am writing to explore the potential of expanding our current wellness benefits to include membership with a Community Support Agriculture (CSA) food box program. Clearly, there are life-long benefits associated with healthy eating. A variety of studies demonstrate that CSA membership increases the variety and quantity of vegetables consumed. Moreover, CSAs are an important model that supports the socio-economic health of our farm economy.

Across the country a variety of health plans and employers now encourage CSA participation as a means to improve employee health. HealthShare (MN), Maine Health (ME), Physicians Plus (WI) and Health Tradition (MN, WI and IA) are examples of health insurance and health coverage plans providing CSA rebates or including CSA's as part of their wellness initiatives.

One of the biggest roadblocks to the establishment of a CSA wellness initiative is criteria demonstrating CSA experience in growing and working with customers. We are excited to share that this criteria and a review process has been established in our region to meet the needs of HealthShare, a regional health coverage plan, which now includes CSA membership in their wellness benefit options.

I am hoping that together our organizations can establish a similar initiative for our employees. We believe a CSA wellness initiative will provide important health benefits to our employees and our community. Please let me know how I can be of assistance in your discussions with Blue Cross/Blue Shield of Minnesota as we solidify our health insurance plan in the coming weeks.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Corey', is written over a light blue background.

Jeff Corey
Executive Director

Cc: Jamie Harvie, Institute for a Sustainable Future

We make home a better place.