

## Craving Convenience

### Healthy Food Delivery at Work Helps Satisfy Need

**I**t's the end of a long workday and you're asking yourself one question: What's for dinner? Soon, the lure of quick, easy (but unhealthy) choices overshadows your resolve to adopt positive eating habits.

But then you turn a corner.

Stepping outside, you see co-workers filling bags with apples, oranges, vegetables and other nutritious foods. Nearby is a colorful truck boldly bearing the name "Green BEAN Delivery."

Green BEAN (Biodynamic, Education, Agriculture and Nutrition) Delivery is an online home delivery service that provides organic produce and natural groceries to more than 15,000 member families. In April, the company launched a corporate health and wellness program. Its first client was athletic retailer Finish Line, which has over 1,000 employees at its Indianapolis corporate office.

The goal, says Green BEAN Delivery Director of Public Affairs Lincoln Saunders, is to "encourage a community-based approach to wellness." The initiative also addresses a common challenge: offering employees access to fresh, healthy foods.

"It's the hardest area for wellness departments to tackle – hands down," he asserts. "Nutrition is such a huge area. So much of it happens outside the workplace, but the impacts of what your employees choose to eat are far reaching for a company."

"It's to a company's advantage to have healthy employees – for healthy energy, productivity, limiting sick days, improving health. It's such a challenge to figure out ways to do that. We're an option that doesn't cost the company anything – they just have to be committed to making it a success."

No start-up costs or management fees are required for participation.

Founded in 2007, Indianapolis-based Green BEAN Delivery serves communities in Central Indiana (recent additions include Anderson, Franklin and Pendleton), Fort Wayne, Muncie, Kentucky, Ohio and Missouri. *BizVoice®* first highlighted the company in a story that appeared in the July-August 2011 issue.

#### Spreading the word

Weekly deliveries create a festive atmosphere. Employees

can pick up their orders, visit display booths and get a taste for Green BEAN Delivery's offerings – literally – by sampling fruits, vegetables, snacks and other cuisine.

"We use insulated bags to keep (items) fresh until they get home. Think of all the energy and time they save (by not) driving to the grocery store," Saunders observes.

He notes that the program benefits employers, their workers and the community.

"One of the great advantages of a workplace-style delivery system for us and for the (client) company is that it really helps build the momentum for participation," Saunders shares. "Word of mouth has always been our best marketing tool. Roughly 90% of our customers (for Green BEAN Delivery's home delivery operations) come to us through friend and neighbor recommendations. Now we hope it's their deskmate who gets them to sign up and shows how convenient it's been for them."

Green BEAN Delivery returns a portion of sales to employer partners through donations to local charities, group discounts on employee orders and nutritious break room snacks. Saunders says the success of the Finish Line pilot program paves the way for partnerships with other businesses.

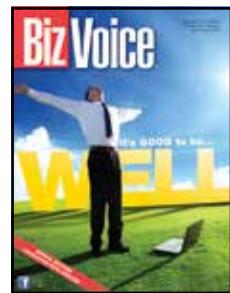
"I think the next phase for us – now that we've figured out a model that we know works for the employers and employees – is figuring out how to spread that message to other companies and bring them on board," he reveals.

"As diabetes and obesity become more prevalent health issues, people want to eat more fresh fruits and vegetables. They want to improve their health. They want to become engaged with their diet and this is a great way to do that."

#### INFORMATION LINK

**Resource:** Lincoln Saunders, Green BEAN Delivery, at [www.GreenBEANDelivery.com/wellness](http://www.GreenBEANDelivery.com/wellness)

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**Need groceries? No problem. Green BEAN Delivery's on-site food delivery program makes it easy for corporate customers to eat healthy.**