A FOOD BANKER, A FARMER AND A PHYSICIAN WALK INTO A BAR:
Hear How Different Stakeholders Are Strategizing to Address Health for Charitable Food Recipients

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Communities and sustainable farms are connected through a transparent food system.
Farm Kid - Introduction
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- I was raised on an organic farm that my parents founded in 1976 (that’s me on the far left)
- Parents were food system revolutionaries, back-to-the-land folk
- Access to produce was the impetus for starting our farm – my mom and dad co-founded a farmers’ market as a community development project
- My mom founded our CSA Farm Fresh To You in 1992 – another access model for produce
- In my DNA to find new ways to get fresh produce to people
Eating Habits and Food Access
Eating Habits & Food Access

- I would say to my mom that there was nothing to eat on this farm…
- Hard to change the habits of humans
- When it’s there, you will eat it and make the right choice – again, access is key
- Getting food to those in need is critical – people struggling with chronic disease, establishing better diets in children of low socio-economic status families
The Food Bank Connection

- Donate extra produce, blemished produce we couldn’t sell and produce that would spoil soon
- In 2014, we donated 393,000 lbs of bulk produce to the food bank nearest our Northern California farm (4-day supply of fruit & veg for 7,000 households in less than 1 year)
Donate-A-Box
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- A win-win business and charitable proposition
- Our Farm Fresh To You service allows vacation holds for any reason – holidays, business trips
- We lose revenue, especially during the holidays, when people go out of town and stop their service
- Technology solution - donations to food banks for customers requesting a vacation hold or wanting to donate
- Program launched August 2014 (8 months) – 7,600 boxes have been donated to 6 food banks in our delivery regions – about 228,000 lbs of produce
Benefits & Impacts

- Capture lost revenue from vacation holds
- Increase customer engagement – they can do something good with their box
- Box donations yielded 4-day supply of fruit & veg for 4,121 households in less than 1 year
- Increased percentage of fresh produce for food banks
- Better diet for food bank clients
- Food bank clients report better health and better chronic disease management with better diet