

FIELD GOODS BeetCamp™ CASE STUDY

Beech-Nut Nutrition Company • Amsterdam, NY



Beech-Nut Nutrition Company's mission is simple: to provide honest, real, great-tasting food that's close to homemade as possible.

Beech-Nut built the only LEED certified baby food production facility in the world and is dedicated to minimizing the impact the building has on the environment.

Beech-Nut understands the importance of agriculture in communities.

The company is located in Montgomery County, which with a population of just over 50,000 has over 650 farms.



Beech-Nut Nutrition began Field Goods office delivery service in March 2014. Field Goods was very popular among a small group of employees. Field Goods service aligned with the company's wellness goals for its employee as well as supporting its overall corporate mission of providing real food. An added benefit was that working with Field Goods supports its commitment to environmental responsibility.

In an effort to broaden participation among employees, Beech-Nut and Field Goods created the first BeetCamp™ program in March 2015. The goal of the BeetCamp program was to remove typical barriers to healthy diets to achieve meaningful diet change and to support a culture of wellness in the company. A key component was achieving a high participation rate.

Field Goods launched the program with an information session that included a "Real Food" nutrition presentation from the Field Goods nutrition consultant.

The BeetCamp™ program increased participation 4 times, which meant more employees and their families were enjoying the benefit.

At the end of the program, a survey was sent to participants who reported the following:

- 50% said BeetCamp improved their diet
- 40% said BeetCamp improved their family's diet
- 60% said BeetCamp will have a lasting impact on their diet
- 65% said BeetCamp will have a lasting impact on their family's diet
- 95% rated BeetCamp as a valuable employee benefit
- 90% would recommend BeetCamp to fellow employees

Based on the success of the first BeetCamp program, the company chose to make BeetCamp an ongoing wellness benefit. Over 25% of Beech-Nut employees have participated in the Field Goods service.

"Field Goods is a very low-cost way to make a significant impact on the health of our employees," Amy Perrault, Vice President, Human Resources



Field Goods' mission is to open the floodgates for the flow of local food by delivering food of superior taste, freshness, and nutritional value and to be a good partner to our farmers.

The Field Goods service offers employees subscriptions to weekly deliveries of produce that are dropped off at the workplace. Each weekly delivery includes about 7 fruits and vegetables from small farms.



For more information: www.field-goods.com or info@field-goods.com

fresh foods from
small farms