

# FIELD GOODS BeetCamp™ CASE STUDY

## FujiFilm Valhalla, NY & Stamford, CT



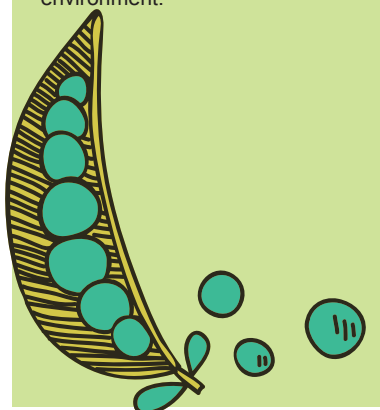
**Fujifilm** companies in the U.S. serve a broad spectrum of industries including medical, graphic arts, optics, enterprise storage, motion picture and photography.

### Employee work-life balance

Fujifilm is committed to providing experiences that enhance our employees' performance and development, reward and recognize their contributions, and acknowledge the importance of work-life balance.

### Environmental Responsibility

Fujifilm has long been dedicated to environmental responsibility in products, services, and corporate activities; while sharing knowledge and ideas with others for maintaining a green environment.



Field Goods BeetCamp aligned with FujiFilm's wellness goals of improving the health and well-being of its employees. FujiFilm has launched a number of different wellness programs to achieve this goal. By far, Field Goods BeetCamp was one of the most successful programs. An added benefit was that working with Field Goods supports its commitment to environmental responsibility.

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.

Employees who choose to participate in the BeetCamp program received 7 different types local produce items, along with an educational newsletter, each week for 10-weeks. The newsletter included information about the produce: how it was farmed, who grew it, how to prepare it and store it. Periodic lunch and learn cooking demonstrations were also included.

The result was that almost 75% of employees participated in the program at the company's Valhalla, NY and Stamford, CT locations.

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

- 79% said BeetCamp improved their diet
- 76% said BeetCamp improved their family's diet
- 87% said BeetCamp will have a lasting impact on their diet
- 81% said BeetCamp will have a lasting impact on their family's diet
- 100% rated BeetCamp as a valuable employee benefit
- 98% would recommend BeetCamp to fellow employees

*"We have tried dozens of wellness programs and none has come close to the popularity and impact of Field Goods, particularly on our culture. We actually have people talking excitedly about vegetables in the hallways." -- Carol Gordon, Director of Benefits at FujiFilm.*



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](http://www.field-goods.com) or [info@field-goods.com](mailto:info@field-goods.com)

fresh foods from  
**small farms**