



fresh foods from **small farms**[®]

Helping employees achieve and maintain healthy diets is one of the most critical and cost effective ways to improve employee health and reduce costs of illness.

FIELD GOODS DIET STUDY

Field Goods Subscribers Eat Healthier and Save Money

Performed under the direction of Dr. Rayane AbuSabha, Professor of Nutrition Science
The Sage Colleges, Troy, NY.

A research team at The Sage Colleges studied whether a Field Goods subscription to a weekly delivery of local produce has a positive impact on maintaining a healthy diet. Field Goods offers a convenient and money-saving service that guarantees year-round a wide variety of high-quality fruits and vegetables and information on how to use them.

SIGNIFICANT FINDINGS :

- **Eating healthier:** After just 3 months, about 40% of Field Goods subscribers reported that they are eating healthier and eating more vegetables than before they joined Field Goods.
- **Eating more servings of vegetables:** After joining Field Goods, weekly subscribers reported that the total servings of vegetables they ate increased 10% to 55 servings of vegetables per week. By way of comparison, the CDC reports that national average consumption of vegetables is 11.2 servings per week and the Harvard Nurses Health Study showed that people who averaged 56 or more servings a week of fruits and vegetables were 30 percent less likely to have had a heart attack or stroke. Individuals who ate more than 35 servings of fruits and vegetables per week had roughly a 20% lower risk of coronary heart disease and stroke.
- **Eating a greater variety:** No single fruit or vegetable provides all of the nutrients you need to be healthy. The key lies in the variety of different vegetables and fruits that you eat. Field Goods subscribers increased the variety of the types of vegetables they ate, adding on average two new vegetable categories to their diet.
- **Happier with diet:** After subscribing for just 3 months, the percentage of subscribers extremely satisfied or very satisfied with the quality of their diet, particularly with the amount of vegetables they ate, increased by almost 50%.
- **Happier with family's diet.** For subscribers with children, Field Goods study shows a significant increase in satisfaction with the quality of their family's diet. When first surveyed 84% of respondents felt their family's diet needed improvement; after just 3 months this dropped by over 20%.
- **Fewer trips to the grocery store:** Regular Field Goods subscribers are able to eliminate about 1 trip to the grocery store per month.
- **Spent less on food:** Weekly Field Goods subscribers spend about \$20 per month less on groceries.

For more information: Contact info@field-goods.com, call 888-887-3848 or go to

