



**Engage Your Employees with a Wellness Program that Works.  
BeetCamp Delivers a Big (Potential) ROI!**

## Ensures Engagement

BeetCamp participation rates, from 40% to 75%, are high compared to other wellness programs.<sup>1</sup> And it goes beyond the numbers...

Field Goods makes a visible statement about the importance of fruits and vegetables. Plus, Field Goods uniquely delivers a benefit that is brought home to the whole family.

<sup>1</sup> Median participation in wellness programs range from 20% to 40%  
[http://www.rand.org/pubs/research\\_briefs/RB9842.html](http://www.rand.org/pubs/research_briefs/RB9842.html)



*“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.

## Designed to Be Effective: 5 Reasons BeetCamp™ Works

- 1 A healthy diet is one of the biggest weapons against chronic but preventable diseases of heart disease, diabetes and COPD. **Improved diet↑ = morbidity↓**
- 2 Addresses the #1 reason for not signing up for wellness programs – lack of free time. That excuse doesn't work with Field Goods... it's easy for employees to incorporate Field Goods conveniently delivered bag of produce into their daily routine, saving time and money.
- 3 Hard to resist – the Company's subsidy of \$5 to \$20 makes our bag of produce a *really* good deal while underscoring your commitment to wellness.
- 4 Changes the workplace culture... peer participation goes a long way.
- 5 Recommended 10 weeks works. Why? Simple. Scientific research reveals that it takes 10 weeks to change behavior.

## Generates ROI

**Field Goods Can Help Employers Save A Lot of \$. Here's The Math:**

We calculate that employers can save \$480 per employee per year in medical costs and another \$2,165 in short- and long-term disability. Spend as much as \$200 per employee; Save \$2,645 in medical and liability costs per year. That's a healthy ROI.

## Heart Disease

### The Facts:

- Affects 12.0% of the population
- About one in every six U.S. healthcare dollars is spent on cardiovascular disease which is largely preventable
- Annual cost per patient per year is \$8,170 for medical costs; \$60,416 for short- and long-term disability
- Improved diet reduces morbidity for heart disease by 28% to 65% (average of 47%)

### Our Assumptions:

60% of BeetCamp participants change their diet and morbidity is reduced by 47%

### The Results:

Employer saves \$274 in healthcare costs; \$2,023 in short- and long-term liability

## Diabetes

### The Facts:

- Affects 9.3% of the population
- Annual cost per patient per year is \$13,700 for medical costs; \$9,460 for short and long term disability
- Increased plant-based diet reduces diabetes risk by 20% to 34% (average of 27%)

### Our Assumptions:

60% of BeetCamp participants change their diet and morbidity is reduced by 27%

### The Results:

Employer saves \$206 in healthcare costs; \$143 in short- and long-term liability