



Partner with Allen Market Place Veggie Box to Bring Healthy, Fresh, Local Food to Your Workplace

What is the Allen Market Place Veggie Box?

The Allen Market Place Veggie Box program provides a convenient means of obtaining fresh, nutritious, locally grown produce for Lansing-area employees. We source high quality, seasonal food from Mid-Michigan growers and food producers and pack it into boxes that are delivered to workplaces each week.

Why Become a Partner of the Allen Market Place?

Partnering with the Allen Market Place Veggie Box program is a simple way for your business to contribute to the well-being of employees and to promote community engagement. Having fresh, local, healthy food delivered to your business enhances workplace wellness and employee health, as well as allows your business to directly support local farm viability, environmental sustainability, and the local economy.

With your partnership, we deliver a weekly box of local food, displaying the bounty of Mid-Michigan's farmers, directly to your workplace. By partnering with the Allen Market Place Veggie Box program, you can provide an enriched employee experience, without added costs. We provide outreach and marketing materials, take care of customer service, and payment processes.

How it Works

Each week, Allen Market Place purchases the best in-season produce from an array of local farmers, pack it into a convenient box, and either delivers the boxes directly to your workplace or has it available for employees to pick-up at the Allen Market Place. Each box includes a newsletter with healthy recipes utilizing the produce, a bio of the farmers providing the various items, and preparation tips for featured vegetables.

We offer two seasons:

- **The Summer Veggie Box & add-on items run for 20 weeks, June 16 - October 27.**
Summer Veggie Box includes a seasonal assortment of fresh, locally grown vegetables & fruits, such as: asparagus, cooking greens, salad mix, lettuce, peas, radish, okra, herbs, beets, carrots, cabbage, green beans, peppers, kohlrabi, tomatoes, summer squash, cucumbers, sweet corn, onions, winter squash, potatoes, garlic, rhubarb, strawberries, raspberries, apples, and more. **Some crops may be unavailable due to adverse weather conditions or other factors outside our control.*
- **The Fall Veggie Box & add-on items run for 8 weeks, November 3 - December 22.**
Fall Veggie Box includes a seasonal assortment of fresh, locally grown vegetables & fruits, such as: onions, potatoes, winter squash, kale, collards, Swiss chard, salad mix, lettuce, garlic, apples, cabbage, carrots, beets, turnips, herbs, and more. **Some crops may be unavailable due to adverse weather conditions or other factors outside our control.*

- **Add-On Items**

We also offer optional add-on items of other locally produced foods to further increase the diversity of items in the subscription at an additional cost. Members may choose to add freshly baked artisan bread, locally raised meat, farm fresh eggs, locally roasted coffee, artisan cheese, dry black beans, and fruit pies to their subscription of fresh produce.

- **Schedule, Cost & Payment**

- The **Summer Veggie Box** program and Add-On Items will run for a twenty week session, **June 16 – October 27**. Summer Veggie Box costs \$400 plus the cost of summer add-on items. *Full payment for Add-On Items is due no later than May 26, 2016, payable by Check and Credit only.*
- The **Fall Veggie Box** program and Add-On Items will run for an eight week session, **November 3 – December 22**. Fall Veggie Box costs \$160 plus the cost of fall add-on items. *Full payment for Add-On Items is due no later than October 13, 2016, payable by Check and Credit only.*
- **There are two payment options for Veggie Box:**
 - **Lump Sum** – Whole balances are paid at the start of the program. Check and Credit only, due no later than May 26, 2016 (for Summer Veggie Box), and October 13, 2016 (for Fall Veggie Box).
 - **Weekly SNAP Payments** – For SNAP payments only; Members can pay at the point of pick-up for their share. This payment option is only available to individuals who pick-up their Veggie Box at the Allen Market Place on Thursdays 12-6pm, and pay with SNAP. We request a \$40 deposit that is applied to the final weeks of the Veggie Box season. **Weekly SNAP payments are not accepted for add-on items; the full cost of the add-ons is due with the deposit.**

- **Registration**

Members can visit www.allenmarketplace.org/veggiebox to find details about the program and to order subscriptions. All orders, payments, and customer service are handled by the Allen Market Place.

- **Delivery & Pick-Up**

All orders are either delivered to workplaces on **Thursdays between 3pm-5pm** (we ask for a minimum of five Veggie Box orders per workplace in order to make a delivery) or available for pick up at the Allen Market Place on **Thursdays between 12pm-6pm**. We have enlisted the help of Lansing's *Go Green Trikes*, an eco-friendly delivery-via-trike service to ensure that all Veggie Boxes will be delivered to your workplace safely by Thursday afternoon. Don't worry- inclement weather won't stop these sturdy trikes!

What are the Responsibilities of Partner Sites?

Our partner sites have two basic responsibilities to help us to best serve you and your employees:

1. Partners are responsible for appointing an engaged **Site Champion** (or small group depending on who is interested and available) to support this partnership. The Site Champion will secure an easily accessible, on-site indoor location for weekly deliveries, and will work with Allen Market Place staff to create a plan for storing coolers, boxes, and a plan for missed pick-ups.
 - **Identify Delivery Site:** This site must be convenient for employees to retrieve their orders, as well as easily accessible for the *Go Green Trikes* delivery staff. You will also need to provide either adequate refrigeration for boxes, or space for coolers provided by the Allen Market Place if refrigeration is lacking on-site. If there is ever a change in the delivery site, we will need to be informed as soon as possible.
 - **Box Storage:** In order to reduce environmental waste and keep down the costs of each Veggie Box subscription, we require members to return the produce boxes to us weekly. The previous week's boxes will be picked up at each delivery. These boxes, along with any AMP coolers used, will need to be stored at or near the delivery site where they are easily accessible by our delivery team.

2. The site champion will help promote and share the Allen Market Place Veggie Box with colleagues. Customized marketing materials and customer service are provided by the Allen Market Place. We ask that the site champion help spread the word using methods that make sense for their workplace, whether that's through email, social media, posters, visits from the Allen Market Place, etc. The strategy is customized for each site!

Is There a Required Number of Members to Be A Partner Site and Receive Delivery?

Each site will ideally have a minimum of 10 members, as this number is our break-even point on delivery, although we are willing to drop the minimum to 5 members per site for delivery, with hopes of building up membership in the future. If reaching the 5 member minimum is unattainable, we also offer pick-up at the Allen Market Place. We want to work with your business to grow membership and develop a local food culture and a sustained membership base.

About the Allen Market Place

The Allen Market Place is Mid-Michigan's premier food hub, housing the Exchange, our online wholesale market for local foods, a licensed incubator kitchen, and a year round farmers market. The Allen Market Place is an enterprise of the Allen Neighborhood Center, a non-profit organization working to strengthen mid-Michigan's local food system since 1999.

Our goal is to strengthen the relationship between our community and our farmers and food producers. We provide full transparency and traceability, sharing the stories of our farms and processors. We source our products from local growers who utilize sustainable growing practices and stringent food safety measures, so we can ensure fresh, safe, and healthy foods for our community members that are also good for the environment. We are committed to our local farmers and food processors. We offer additional markets for their products, fair pricing, and a wide range of educational opportunities including ongoing technical assistance, marketing, and business development.

Please Contact Us

Contact our Allen Market Place Exchange Manager for more information:

John McCarthy at exchange@allenneighborhoodcenter.org or 517-999-3923

Find helpful information about our farmers and food producers, subscription offerings, and more on our website:

www.allenmarketplace.org

Thank you for supporting Mid-Michigan farmers and food producers!