

2021 Indiana Small Farm Conference

SARE PROJECT **ONC20-080**

Amy Surburg, President Hoosier Harvest Market Inc

Farm to Hospital CSA Program for Food Access

Hancock Harvest365 program

The Hoosier Harvest Market (www.hoosierharvestmarket.com) was formed in 2013 through the time and dedication of a group of community leaders. We were started with support from the USDA, ISDA, Purdue Extension, Farm Credit Services and the city of Greenfield. Our approximately 25-member co-op runs a food hub with an online retail store and wholesale delivery service. Our mission:

The farmer/member-owned Hoosier Harvest Market (HHM) works to bridge the gap between Indiana food producers and consumers in search of high-quality, safe and healthful local foods. By serving as a conduit between producers and consumers, HHM members aim to strengthen the local food economy, enhance food security and healthy food access in Indiana, and support local farmers and food makers by creating a high-value and easily accessible marketplace.

Our co-operative works in partnership with hospitals and community organizations to increase healthy food access for their patients/community members. The Hoosier Harvest365 program aims to increase the health of our community by supporting both the patients and the farmers who grow their food in Indiana.

Our co-operative uses provided funds to create a purchase agreement with farm members and co-op partners for specified amounts of vegetables each week. All of these vegetables/fruits are sourced locally, grown within the state of Indiana.



Delivering Food Safely during a pandemic

In order to continue delivery of the program during the COVID crisis, we pivoted to a home delivery model. This would have significantly increased the cost of the program had it not been for a wonderful set of hospital volunteers who took the bags door to door. We created routes based on the patients participating and were able to handle the Hancock county delivery (our largest number of bags in 2020) in just 1-2 hours with 3 volunteer drivers.

COVID19's impact on hospital revenue has also presented a significant challenge in obtaining funding for the food purchase. We're working with the hospitals to find alternate sources of funding, with some success in funding through private business foundations for COVID relief.



Meticulous handwashing, masking and social distancing were all put in place both on the farm and in the packing areas.

Expanding delivery in Indiana – Hoosier Harvest Market Southeast

"Many hands make light work" – this project takes partnerships across the spectrum from the farm to the consumer to make it work.

With the onset of the COVID pandemic, the expansion of home delivery options and the need for farmers to have an online sales option increased dramatically. Our co-operative opened a sub-hub in southeast Indiana to increase access for farmers to online sales and delivery services. At the same time, we expanded the Harvest365 program to the southeast, partnering with Margaret Mary Health and the Batesville Food and Growers Association to deliver Harvest365 bags to their region. This partnership opened up opportunities for farmers in the southeast to fill the bags and diversify their local sales channels. With this connection, we've also been able to have commerce between the two regions, opening the Indianapolis market to smaller southeastern farmers and increasing product diversity by bringing products from our Indianapolis farms to the southeast regional delivery.

