



The Farm Stand at Lankenau Medical Center

*How one hospital fostered a healthy food
environment with a Common Market farm stand*

 *A case study*



Background

Lankenau Medical Center

Lankenau Medical Center (LMC), located in Wynnewood, PA, is committed to the holistic health and well-being of its entire community. The hospital prioritizes the critical link between diet and health outcomes, and works to ensure that all of its patients, staff and guests have access to wholesome food that contributes to a healthy lifestyle. LMC has several impressive good food initiatives including supporting an on-campus organic farm, offering fresh produce and nutrition education during primary care visits, promoting employee wellness through The Common Market Farm Share program, and joining Good Food, Healthy Hospitals, a citywide initiative that pledges their commitment to creating a healthier food environment at the hospital.

The Common Market

The Common Market is a nonprofit food distributor that connects communities with sustainable, local farm products. The Philadelphia-based hub serves the Mid-Atlantic region through three distinct, complementary programs: wholesale procurement for food service, The Common Market Farm Share, and farm stands. The farm stand is a temporary, on-site set up of fresh foods for sale at a hospital, school, or community-based organization. Farm stands are a completely flexible program where you can choose when the farm stand runs, how often, and what local products are best suited to your community members.

☞ *To learn more about The Common Market, visit www.thecommonmarket.org or if you're interested in bringing a farm stand to your community, contact us at sales@thecommonmarket.org.*



The goal


Advance the commitment made by Lankenau Medical Center to support a healthy environment for its hospital community by providing access to **local, wholesome foods**.

The problem

Lankenau Medical Center found it difficult to **procure source-identified, local food** from its distributors.

The solution

The Aramark retail manager at LMC partnered with The Common Market to bring fresh produce from nearby farms directly to the hospital on a weekly basis.



“People love the market! They are excited to see it come back each year and look forward to it in the spring. People who are new to the hospital are excited to discover that it exists.”

-Suzanne Barrile, Retail Manager



Here's how it works:

Each week, Lankenau's Retail Manager, Suzanne Barrile, reviews The Common Market's product list to see what is available from the local farms. Suzanne knows that she can trust the quality of the produce since each farm is vetted by The Common Market team for its GAP-certified food safety practices and sustainable production techniques.

When stocking her farm stand, Suzanne looks for items that are seasonal and simple for customers to grab, purchase, and go. Hand fruits, pints of berries, yogurt, and mushrooms are especially popular. Staff purchase local produce for snacks and to take home for meal prep. She likes to order a diverse array of products so the market will be colorful.

Suzanne places her order directly with a Common Market team member. On farm stand day, her items are delivered and she displays them on tables in the cafeteria, alongside farmer profiles and recipe cards. Members of Suzanne's team staff the farm stand throughout the day.



The results

The Common Market Farm Stand is a great complement to the other existing healthy food programs at Lankenau Medical Center. It creates a true win-win-win situation for all as it expands the community's access to delicious, fresh and wholesome food, while supporting small, sustainable farms throughout the region and helping to strengthen the local economy.

- **1,100 customers**
in the 2017 farm stand season
- **1,979 pounds**
of healthy, local food purchased
- **\$3,500** invested in the
local agricultural economy.

👉 *Interested in bringing a farm stand to your community? Contact us at sales@thecommonmarket.org*