

# The FruitGuys bang for your buck: let the numbers speak!

## What we do:

The FruitGuys deliver fresh fruit to companies in California and around the country every week as a tool to higher profits through lower healthcare costs, better employee performance, increased morale, higher retention rates and improved health.

## The problem:

- “Obesity and physical inactivity in California cost state employers \$21.7 billion annually. Nearly \$11.2 billion of that is in lost productivity. . .” LA Times, 4/5/05 (from a California Department of Health Service study, April 2005)
- Companies can’t make as much money if their employees are unhealthy and unmotivated at work.
- When people are unhealthy and morale is low employers experience higher rates of absenteeism, turnover and lower rates of performance/productivity.

## FruitGuys results:

In a web survey of FruitGuys customers conducted by the California-5-A-Day Campaign the following results were seen:

- 71% said that having fruit in their office made their workplace better than it was before.
- 35% of respondents said they had more energy.
- 30% of our customers said that they saw productivity increases after they began providing fruit in the office every week through The Fruitguys.
- The FruitGuys have been serving thousands of satisfied and successful customers since 1998.

## Return on Investment: what can a \$69 crate of fruit do for you?

As an example, if you have a company with \$5,000,000 in revenue, 50 employees at a cost of \$50,000 per employee and an annual turnover rate of 10% the following applies to you:

| Productivity analysis         | Poor to Average rates             | Good to Great rates              |
|-------------------------------|-----------------------------------|----------------------------------|
| Turnover (comp X #emp X rate) | 10% rate = \$250,000              | 8% rate = \$200,000              |
| Absenteeism/low morale*       | Poor to fair (5.3%rev): \$265,000 | Good / Great(3.7%rev): \$185,000 |
| <b>TOTALS:</b>                | <b>\$515,000</b>                  | <b>\$385,000</b>                 |

- **Savings change from Poor to Great rates = \$130,000**
- **A FruitGuys fruit crate per week = \$69. Annual investment = \$3,588.**
- **If FruitGuys helps you affect 10% of this \$130,000 savings then you are spending \$3,588 to make \$13,000 – a profit of \$9,412. We encourage you to understand the metrics of how The FruitGuys can affect your business!**

\*Absenteeism and Low morale cost: “Surveyors found that organizations with *Poor to Fair* morale set aside 5.3 percent of their budgets to cover the costs of absent workers compared to 3.7 percent in organizations with *Good to Great* morale. (Braun Consulting group. <http://www.braunconsulting.com/bcg/newsletters/winter2003/winter20032.html#morale>).

### ***Solutions and strategies to make The FruitGuys a success for you:***

1. Order The FruitGuys to be delivered on a regular and recurring day of the week. Create a culture of a “fruit day” (or fruit days!)
2. Create a wellness station where the fruit is placed every week. (Follow the instructions for displaying the crate for easy use) Even when the crate is empty – leave it at the wellness station with the newsletter exposed. It reminds your employees that you are doing something good for them!
3. Sample a mango with the team – or any other fruit. People communicate around food. What better way to spread the idea of health for your employees and company culture than over a crate of fresh fruit.
4. Help your employees think like athletes – what you eat reflects how you perform.
5. Track the rates of absenteeism, turnover, morale and productivity. Are people happier now that you are providing this benefit? Do people get excited when the crate arrives? Are folks not catching colds as often? Take note and adjust fruit amount accordingly.
6. Enjoy, prosper and grow!

### ***Long after the fruit is eaten, the benefit continues with your employees . . .***

“People around the office are just so happy with the fruit we receive. . . It brightens the mood and I think it just leads to a more productive and positive environment. It's something we all look forward to and now that it has become a regular staple, we couldn't think how we were able to get along without it before!”

***-- Michelle Reynard , Lighthouse Capital Partners®***

“Last year we had a record number of sick days. So as the flu season came upon us this last fall, we began to brainstorm ways to promote overall wellness of our employees. . . . I came across the FruitGuys website via Google. . . We signed up on the spot. We are now on our third month of deliveries. The box of 60+ fruit pieces arrives around eight in the morning every Tuesday. We have not had one single delivery make it past 10:00am, which is saying a lot for our 35 employees who are in at that hour. Furthermore, we have not had any bad fruit - every piece seems to be perfectly ripe, including the bananas! Our employees rave about the new benefit so much so that we are going to add another delivery a week on Thursdays. We are extremely happy to have found the Fruit Guys. Tuesdays are the only day people fight to open the door for the delivery men.”

***-- Jessica Heieck, Advisorsquare.com, Torrance, CA***

“Just wanted to again express my, and all the employees at CAMICO, heartfelt appreciation for the weekly fresh fruit delivery from the Fruit Guys. We recently increased the number of pieces in our order not because we have hired more employees but because the fruit boxes were completely empty 5 minutes after they were delivered. The fresh fruit is not only a healthy and cost effective alternative to the junk food in the vending machines but it has also become a mid-week morale boost that has been ingrained into our company culture. Thanks again.”

***-- Stephen W. Dixon, Director of Human Resources & Administrative Services  
CAMICO Mutual Insurance Company, Redwood Shores, CA***