



# Health Tradition Health Plan's Eat Well Rebate Program

## OVERVIEW

Health Tradition Health Plan recognizes the life-long benefits of healthy eating and wants to support and improve your good health. That's why Health Tradition is offering employer group health plan subscribers an Eat Well Rebate Program, which provides up to a \$100 rebate for a produce share from Community Supported Agriculture farms.

## WHAT IS COMMUNITY SUPPORTED AGRICULTURE (CSA) AND HOW DOES IT WORK?

Community Supported Agriculture or CSA is like having your own personal farmer. In CSA, you become a member of a local farm by purchasing a "share" in that farm. In return, you receive weekly or biweekly deliveries of fresh produce throughout the growing season (typically late May to November). This is a unique social and economic arrangement between local households and farmers. This arrangement benefits members because they receive fresh, locally grown produce, delivered to a convenient drop site in the community. It benefits farmers because they have improved cash flow in the beginning of the year and guarantees a market for their products.

A full CSA produce share typically feeds a vegetable-loving family of four, two adults and two children. Produce shares vary in cost (\$200 - \$800) depending on produce type, length of season and the individual farm. Many CSA farms also offer shares for meat, poultry, eggs, dairy, etc.; however, only produce (vegetable and fruit) shares are eligible for the Eat Well Rebate.

## APPROVED CSA's

Any CSA that offers a produce share is an approved CSA and eligible for the Eat Well Rebate. A list of CSA farms in the La Crosse area is posted at [www.HealthTradition.com](http://www.HealthTradition.com), or search for CSA farms near you at [www.LocalHarvest.org](http://www.LocalHarvest.org).

## WHO IS ELIGIBLE

Only Health Tradition employer group health plan subscribers are eligible to apply for the Eat Well Rebate. Purchasing CSA shares of local, fresh produce impacts the nutrition and diet of the entire family.

## REBATE REQUIREMENTS

- You must be a Health Tradition employer group health plan subscriber and CSA member for the claim period you are requesting the rebate.
- You must order a produce share (full or half share). Meat, poultry, eggs and dairy purchases are *not* eligible for the rebate from any CSA farm.
- The cost of the produce share must be equal to or greater than the rebate amount for which you are eligible (up to \$100).

## CLAIM PROCESS

- You must submit the following 2 items to receive your rebate:
  - 1) A completed Health Tradition Health Plan Eat Well Rebate Form
  - 2) Proof of Payment (cancelled check, farm receipt, credit card statement showing farm charge)

The dates on the proof of payment must coincide with the rebate period dates.

If two subscribers split a share, both can receive the rebate if they each submit a rebate form and proof of payment for their portion of the share from the CSA.

- All completed claim forms must be mailed to:

Health Tradition Health Plan  
Attn: Eat Well Rebate Program  
1808 E. Main Street  
Onalaska, WI 54650.

**Note:** All Eat Well Rebate forms are subject to audit. One rebate per employer group health plan subscriber per year.

## CLAIM SUBMISSION

- The deadline to submit rebate requests is **August 1, 2010** (for CSA shares purchased by June 1) or **December 31** (for CSA shares purchased after June 1).
- Members should only submit for the \$100 rebate once they have paid their CSA membership fees.
- Please allow **6-8 weeks after the August 1 or December 31 submission deadlines** for processing your Eat Well rebate check.

## TAXABLE INCOME

Rebate money for participation in the Eat Well Rebate Program will be considered taxable income for the member in the calendar year in which it is paid.

## LIMITATIONS AND EXCLUSIONS

- Rebate is for a produce share only. Shares for meat, poultry, eggs, dairy, etc. are not eligible for the rebate.
- The Eat Well Rebate is available only to Health Tradition Health Plan employer group health plan subscribers.

## FOR MORE INFORMATION

Contact Customer Service at 877-832-1823 or 608-781-9692 or go to [www.healthtradition.com](http://www.healthtradition.com).