

Homegrown: Phipps Edible Garden Program



Goals

- Improve **healthy food access** in Pittsburgh's low-income neighborhoods
- Promote **better food choices**, and improve overall health
- Build **community** around gardening



Homewood

Homewood is considered a
“food desert.”



2011 PHRESH Study by RAND

- Low fresh food access
 - 14 neighborhood food stores, no fresh fruits or vegetables
 - 24 restaurants/bars, only 3 offer non-fried vegetable or fresh fruit side
- 40% experienced running out of food, and not having enough money to buy more
- Homewood residents experience high levels of diet related diseases



Programming

Homegrown Program

Homegrown fulfills its goals by **installing raised bed vegetable gardens** at households, and providing mentorship and resources.



Year 1 Homegrown participants receive:

- Raised bed building supplies and bed installation
- Free soil, seeds and plants
- Garden tools for the family
- Follow-up visits

Homegrown Program

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Year 2 Homegrown participants receive:

- Added compost
- Compost Bin
- Seeds and Plants
- Follow-up visit



Unhealthy Soil

Soil in the city is often contaminated with lead or other pollutants, unhealthy for growing food.



Benefits of Raised Beds

- Corrects compacted soil
- Added compost and nutrients
- Weed control
- Good drainage
- Easy to manage and reach



Community Partnerships

Primary Partner

Homewood YMCA



Pittsburgh Job Corps



Additional Partners

The Homewood Early Learning Hub

The Housing Authority of the City of Pittsburgh

YWCA

Nine Mile Run Watershed Association

Homewood Children's Village

The Urban League

Harambee Ujima

Homewood-Brushton CCAC

Operation Better Block

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Education

Education





Individual Mentorship





Cultivating Sustainability

Garden Classes to Garden Club

Greater participant ownership

- Building paths to leadership
- Increased emphasis on social component

Membership Program

- Help incentivize new gardeners to come to programs
- Valuable for gardeners who have completed their two years with Homegrown.
- Members have access to discounted garden resources: seedlings, compost, mulch, tools, educational newsletters, and tickets to Phipps.



Homegrown Seedling Sale

Organized by Homegrown
PHIPPS' EDIBLE GARDEN PROGRAM

Thursdays, May 12 and 26 | 11 a.m. – 3 p.m.
Homewood-Brushton YMCA
7140 Bennet Street

Get your garden ready for summer with organic seedlings grown in Homewood. Seedlings are available as individual plants, or customers can mix and match up to six plants for one uniform price. Homewood residents receive a discounted price; however, this event is **free to attend and everyone is welcome**.

HOMEWOOD RESIDENT
Individual plant: \$1
Mix and match pack: \$2.50



GENERAL PUBLIC
Individual plant: \$2
Mix and match pack: \$5

Questions?

Contact us at 412/441-4442, or
homegrown@phipps.conservatory.org.





A TOOL-LENDING
LIBRARY AND
RESOURCE DEPOT

GRAND RE-OPENING PARTY

GARDEN
GARDEN
GARDEN

RESOURCE
RESOURCE
RESOURCE

CENTER
CENTER
CENTER

SATURDAY

June 11, 2016

10 AM - 1 PM

**COOKING DEMO BY
CHEF BILL FULLER!**

10-11AM KDKA LIVE BROADCAST
W/ ANDY AMRHEIN + DOUG OSTER
KIDS WELCOME & FREE PARKING

SPRING SAVER DISCOUNT EVENT
GP MEMBERSHIP + GRC REGISTRATION



BARMY:
SODA CO.

True Value

FREE!

147 PUTNAM ST
PITTSBURGH 15206

How the GRC can help you

Do you need to build a fence,
break new ground at your garden,
cover crop a small area,
or test your soil?

We loan a variety of tools for gardening,
farming, landscaping and tree-tending!

Bulk Gardening Materials

- + Soil
- + Wood Chips
- + Straw
- + Cardboard
- + Compost
- + Row Covers

Tools

- + Power Tools
- + Carpentry Tools
- + Tillers
- + Hand Tools

Additional Resources

- + Organic Soil Amendments
- + Organic Pest Control Supplies
- + Cover Crop Seed
- + Gardening Library

We regularly add new tools to our inventory.
Visit the GRC in person or check the website
for a full inventory list.



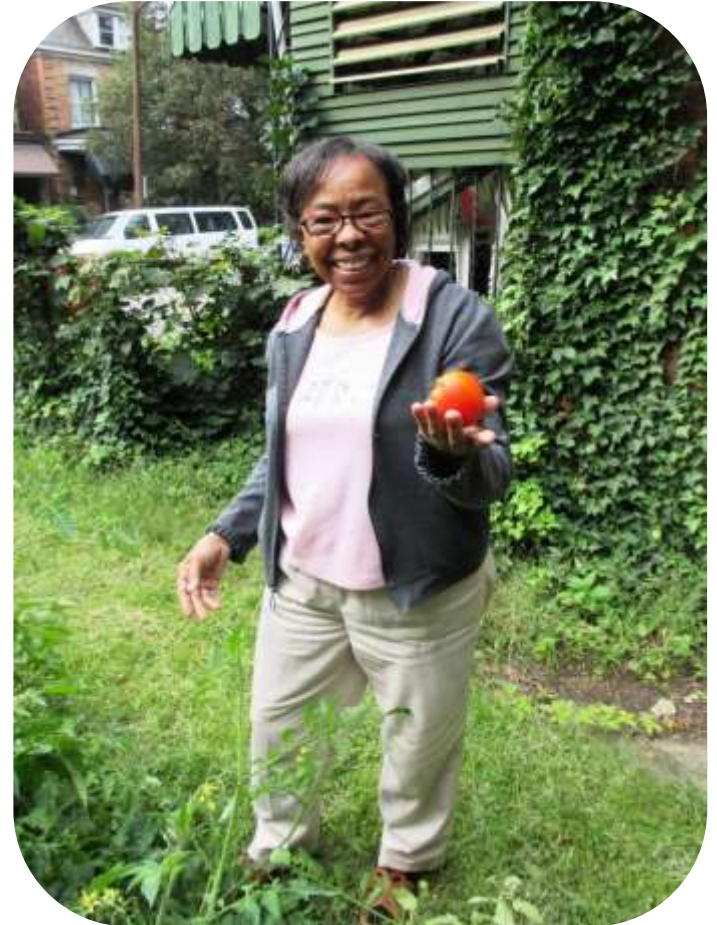


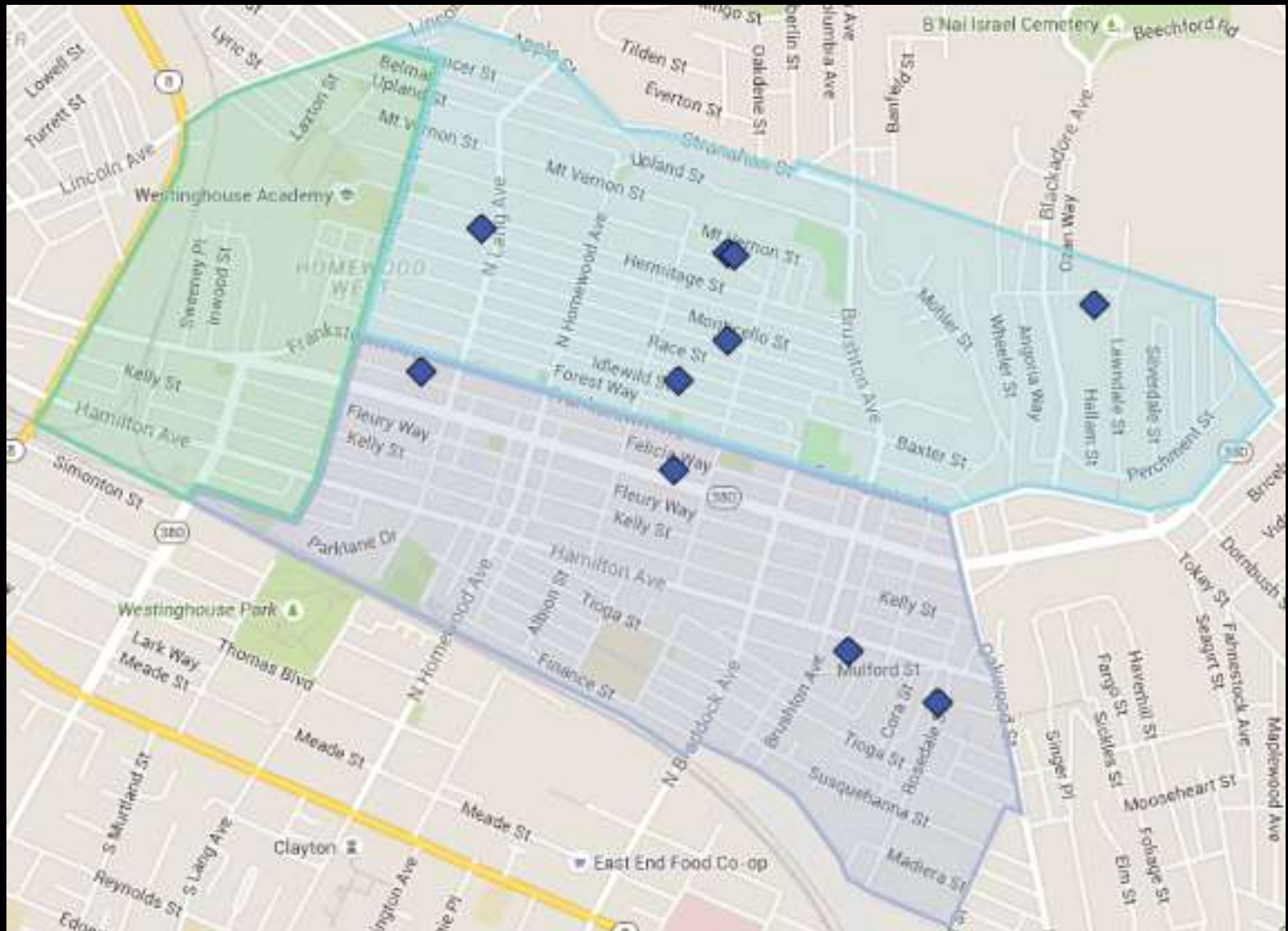
Impact

By the Numbers

Program Total – End of 2015

- 92 participating households
- 2700 ft² of growing space
- 2015 test garden plot: 60 pounds of produce
- Three season end celebrations
- Distributed and helped plant 2,500 daffodil bulbs

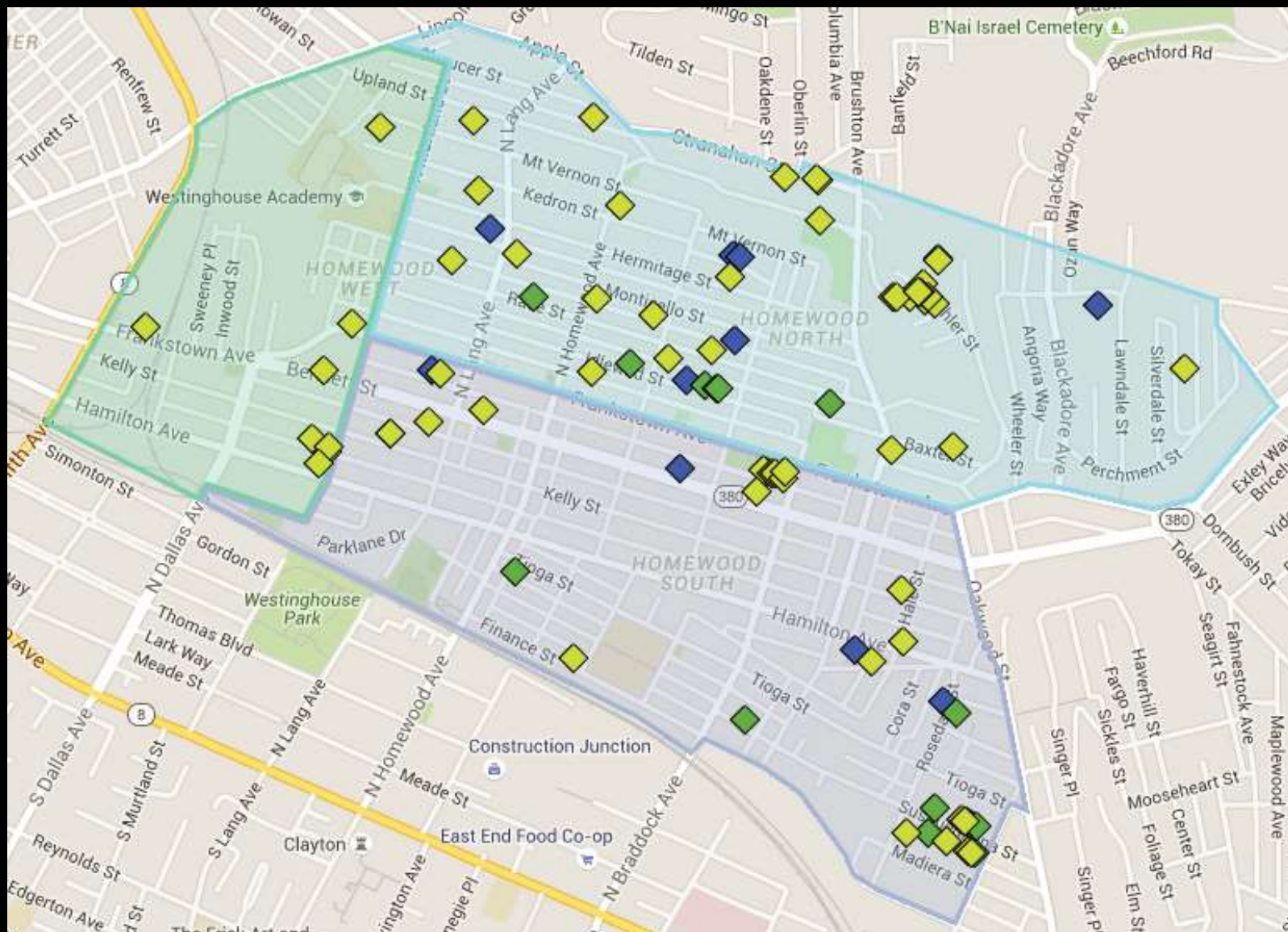




2013 – 10 Installs



2014 – 20 Installs (30 total)



2015 – 62 Installs (92 total)

Impacts: Increased access

Decrease in perceived barriers of cost, having access to good quality, and knowing how to prepare fresh vegetables.

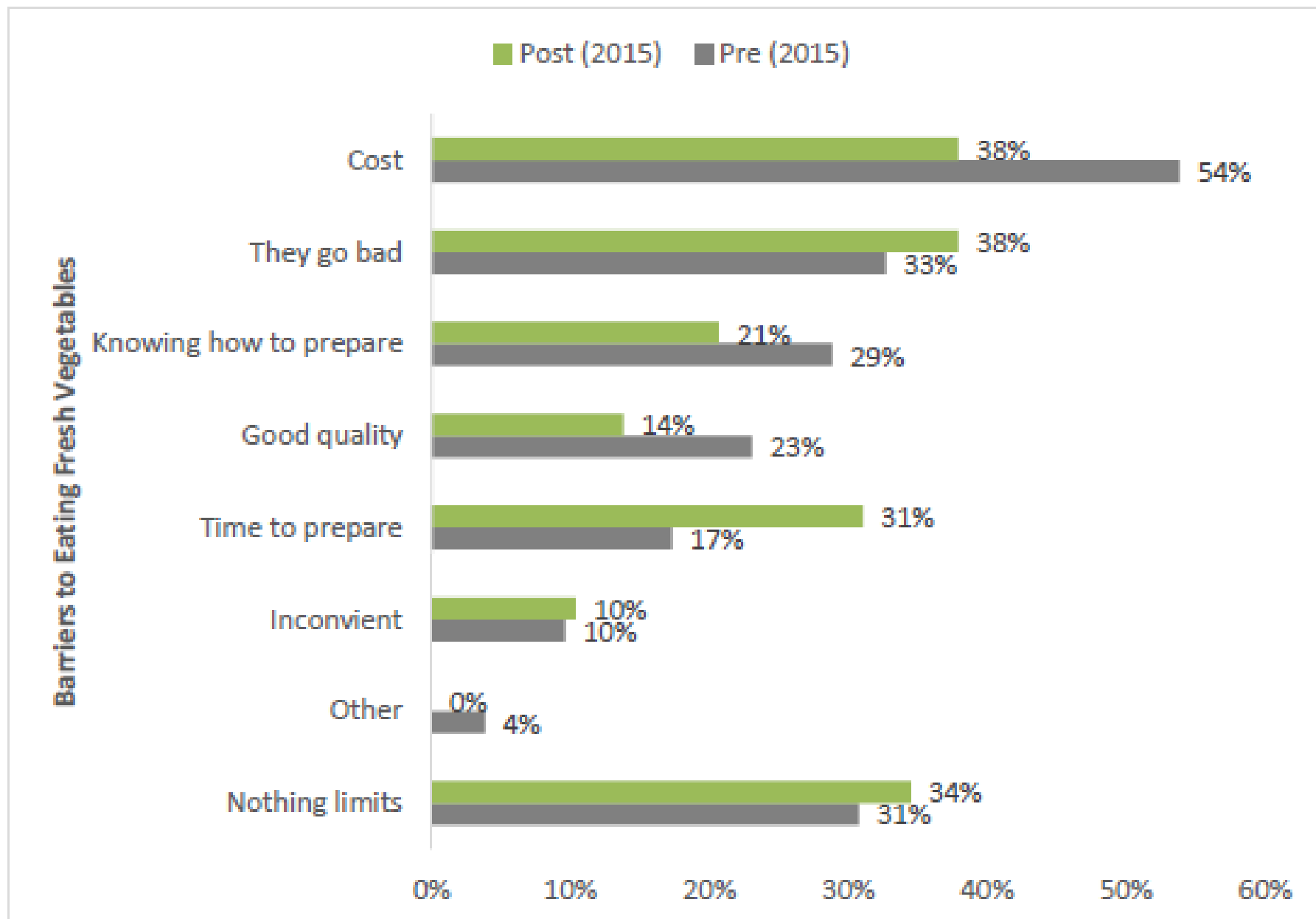


Figure 7. Distribution of responses of barriers to eating fresh produce between pre- and post-participation (Y1, n=29)

Impacts: Improved eating habits

Increased consumption and diversity of
vegetables

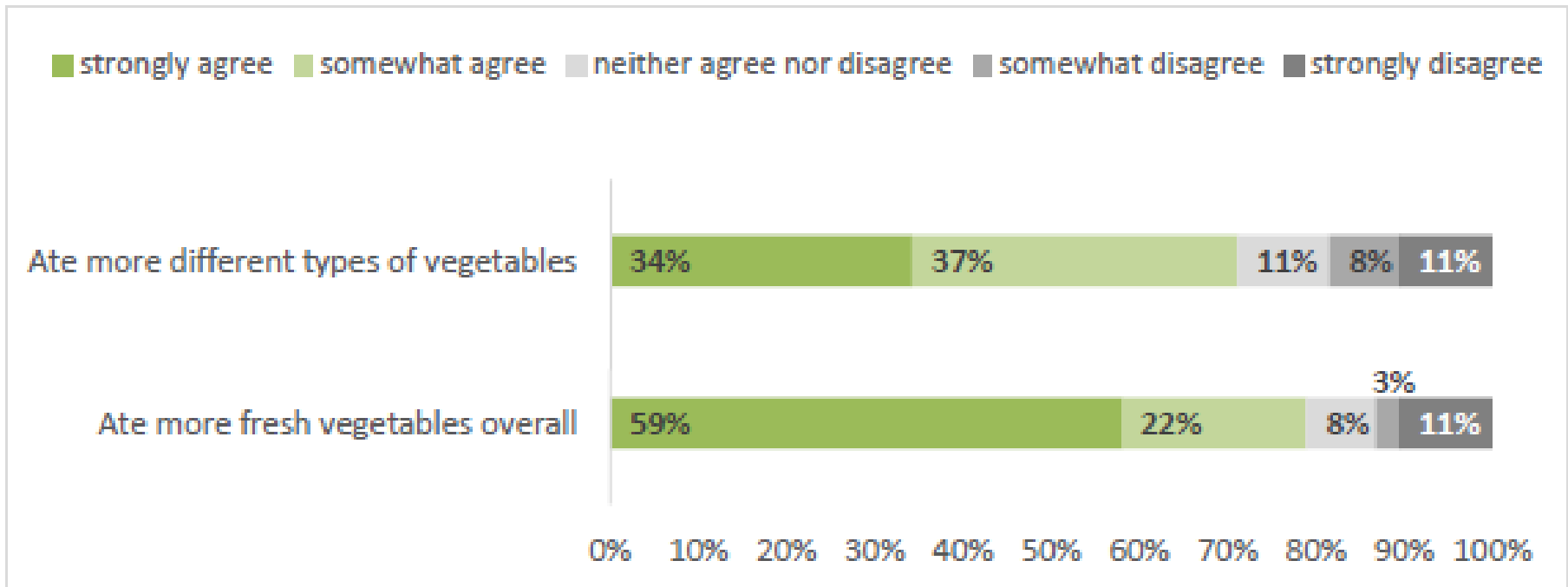


Figure 6. Distribution of responses of agreement/disagreement regarding consumption of fresh vegetables (Y1 & Y2, n=38)

- 63% reported learning a new way to cook a familiar vegetable.
- 53% reported learning how to cook/prepare a vegetable they've never used before.
- 54% reported they had tried at least one new vegetable in the past year.



Figure 8. Word cloud of raw responses from participants in post-surveys about new vegetables tried, prepared, and familiar vegetables prepared in new ways.

Impacts: Improved Health

71% of participants reported they “definitely”
felt healthier because of Homegrown

*I looked for ways to use the produce each day, which led to eating more vegetables.
(Y1 gardener)*

*The way my body felt after eating my salads with more fresh ingredients really made a
difference. (Y2 gardener)*

Energy level is better. (Y2 gardener)

Feeling like I accomplished something when I pick and eat veggies.... (Y1 gardener)

Extended Impact

Average household size is 2.5 people, average reported people who had produce from their garden is 9. 314 different people ate produce from gardens in 2015.

The vast majority of gardeners (77%) had help caring for their gardens

Nearly all gardeners (92%) reported they had talked with their neighbors around/about their garden.

77% gave vegetables to a neighbor.



