City Fresh Veggies 2

This summer the City Fresh Veggies 2 team will be planting and cultivating a vegetable garden on the University of Minnesota campus. We will have the opportunity to practice the horticulture and business skills that many of us learned previously in the City Fresh 1 group. This year we will gain further experience in growing and caring for a vegetable garden, and will also expand upon our business skills as we venture into the community to establish a new customer base. While in City Fresh 1 we gained experience through selling our produce to a restaurant with whom the program had an existing and ongoing relationship. This year we will focus on techniques such as sales calls, marketing, and presentations to potential clients with the intent that they will choose to purchase herbs and vegetables from our garden to serve in their restaurants. We will be meeting with a spectrum of professionals in their place of business and will be learning more about their jobs, business processes, professional conduct and communication.

Expected Youth Outcomes

- **Horticulture skills:** planting, plant and verity identification, care and cultivation processes, harvesting
- **Job skills:** completing time cards, appropriate conduct, communication with coworkers and superiors, completing tasks as assigned
- **Business skills:** market research, product branding, forming product and price lists, billing, invoice, delegation, customer service, organizing, collaboration, project briefing, networking, consultations with professionals, delivery of product, quality assurance
- **Communications:** sales calls, professional conduct, presentations, effective exchange of ideas, opinions, and goals.

About our team: We are a group of 13 and 14 year olds who live in the Minneapolis area. We will be working together this summer to plant, grow and take care of a vegetable garden. We will be learning horticulture, business skills, and team work. This year we are looking forward to:

- “Learning new skills and getting experience in a real job” - Ezra
- “All the new people we meet at our job and in the community” - Aaron
- “Learning how to sell our products” - Elijah
- “Meet new people and try new things like gardening” - Kristin

Katy Thompson: Facilitator, City Fresh Veggies 2

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Urban Garden Youth Employment
Arboretum Education; 952-443-1422
3675 Arboretum Drive
Chaska, MN 55318
arbveg1@umn.edu