Urban Garden Youth Employment Teams 2012

CityFresh Veggies I (2 teams, 1 leader 24hr/wk)

The CityFresh Veggies I work teams will plant, and tend, a vegetable and herb garden. The produce from the garden will be sold to restaurant chefs using a direct farm to restaurant business model.

Team Work Days:

Planting Saturdays 5/12 and 6/2, Summer work days Mondays and Wednesdays 6/11-8/8, Two events August 9 and August 15.

Youth Skill development and learning opportunities with CityFresh Veggies I groups:

● **First Job Experiences**: Filling out time sheets, participating in performance reviews, etc.

● **Horticulture skills**: Learning proper care procedures for planting, cultivating, and harvesting selected herb and vegetable plants.

● **Entrepreneur skills**: Sales calls, invoices, product lists, standing orders, billing procedures, commissions, product research, price comparison, marketing techniques, customer service, doing deliveries. Opportunities to meet business people and learn about how they came to do what they do. Opportunities to see business models in action and compare them to the CityFresh Veggie business model.

● **Communication and Leadership skills**: Sales calls, teamwork, individual roles within a team, appropriate communication with co-workers, supervisors, customers; journaling, reporting progress to a larger community.

● **Growing to College**: Get to know the University and what role it might play in helping you obtain your dreams.
Urban Garden Youth Employment Teams 2012

CityFresh Veggies II (1 team, 1 leader 24hr/wk)

The CityFresh Veggies II work team will plant, and tend a vegetable and herb garden. The produce from the garden will be sold to restaurant chefs using a direct farm to restaurant business model. CityFresh veggies II will concentrate their work on generating new restaurant customers and fulfilling their orders.

Team Work Days:

Planting Saturdays 5/12 and 6/2. Summer work days Tuesdays and Thursdays 6/12-8/9, Two events: August 9 and August 15.

Youth Skill development and learning opportunities with CityFresh Veggies II:

- **First Job Skills**

- **Horticulture skills:** Learning proper care procedures for planting, cultivating, and harvesting selected herb and vegetable plants.

- **Entrepreneur skills:** Sales calls, invoices, product lists, standing orders, billing procedures, commissions, product research, price comparison, marketing techniques, customer service, doing deliveries. Skills related to generating new customers: identify potential new customers, introducing the business to a new contact, networking, making appointments, preparing and presenting product samples. Opportunities to meet business people and learn about how they came to do what they do. Opportunities to see business models in action and compare them to the CityFresh Veggie business model.

- **Communication and Leadership skills:** Sales calls, teamwork, individual roles within a team, appropriate communication with co-workers, supervisors, customers; journaling, reporting progress to a larger community.

- **Growing to College:** Get to know the University and what role it might play in helping you obtain your dreams. Visit campus. Meet college community members.
Urban Garden Youth Employment Teams 2012

CityFresh New Products (2 teams, 2 leaders 24hr/wk)

The New Products team will be pursuing the process of bringing a new, value added garden product to market. Youth will source ingredients, assemble business community experts to aid in the development and production of the product. The new products team will also be finding markets to sell their new product.

Team Work Days:

Two Saturdays in May/early June tbd. Summer work days Tuesday Thursday and Wednesday Friday June 12-August 10. Two events: August 9 and August 15.

Youth Skill development and learning opportunities with New Products:

- **First job experiences**: Timesheets, supervisor and co-worker communications,

- **Horticulture skills**: Visit the sources of garden produce used for the new product and learn how it is grown.

- **Entrepreneur skills**: New product development, Create and share vision for new product with people and businesses that can help make it happen. Example: CityFresh Ba-Ba-Ba Basil Ice Cream (team had to pitch idea to local ice cream makers to generate interest in creating a garden flavored ice cream, team had to develop the recipe (worked with Izzy’s) source the basil (CityFresh veggies provided the garden produce) and find potential markets for the ice cream to be sold (Izzy’s retail, Arboretum summer house and catering). Marketing, and product naming. Business to business negotiation. Identify needs and ways to meet those needs.

- **Communication and Leadership skills**: Business meetings, teamwork, individual roles within a team, appropriate communication with co-workers, supervisors, customers; journaling, reporting progress to a larger community.

- **Growing to College and Career**: Get to know the University and what role it might play in helping you obtain your dreams. Visit campus. Meet college community members.
Urban Garden Youth Employment Teams 2012

Growing for Good (2 teams, 2 leaders 24hr/wk)

Growing for Good will be planting and maintaining demonstration grow bag container gardens that feature healthy food plants. These demonstration gardens will be installed at community partner non-profit organizations in North and South Minneapolis. The Growing for Good team will be responsible for installing and caring for all of the container plantings as part of their summer work. In addition, they will be learning about the mission and work of the host partner organizations. Growing for Good will prepare a presentation to be shared with each of the partnering organizations throughout the summer.

Deliverables:

Growing for Good, will install and maintain a healthy food container garden, provide signage to announce and educate members of the community about the healthy food gardens. Through interviews and site tours, Growing for Good youth will learn about the work of their community partners and will share with partners how to care for and maintain the healthy food container gardens in the future.

Team Work Days:
Summer work days: Monday, Wednesday and Tuesday, Thursday June 11-August 9. Two events August 9, and August 15.

Skill development and learning opportunities with Growing for Good:

● Horticulture skills: Learn and follow best practice guidelines for planting, watering, fertilizing, pruning, and staking the featured plants.

● Communication and Leadership skills: Growing for good youth workers will practice interview, oral presentation planning and delivery, sign making and placement, blogging and journaling, teamwork, appropriate communication skills with co-workers, supervisors and community partner organizations.
Urban Garden Youth Employment Teams 2012

CityFresh Smart Snacks (1 team, 1 leader, 32 hrs/wk)

The Smart Snacks team will learn about nutrition, healthy eating, food preparation practices, and menu planning as they plan, prepare, and test nutritious and delicious recipes for the Urban Garden Program and prepare and present the nutritious snack each week for the Children’s Garden in Residence.

Deliverables:

CityFresh Smart Snacks will develop a cookbook of 5-10 recipes that utilize commonly available fresh summer garden produce in tasty (kid approved), nutritious meals or snacks featuring fresh whole foods from plants. Each dish will be prepared and tested by the smiles team to make sure that the recipe is palatable to the majority of their peers and that it is simple to make. Throughout the summer, Smart Snack team will perform several demonstration style cooking presentations for Urban Garden participants, families, and community members utilizing and sharing the recipes they have developed. In addition, the Smart Snacks team will be responsible for preparing and presenting the snack at each Children’s Garden in Residence program.

Team Work Days:

Summer Mondays, Wednesdays, Thursdays, Fridays, June 11-August 10. Special Events as scheduled and August 9 and August 15.

Skill development and learning opportunities with Smart Snacks:

- Personal health and nutrition.
- Menu planning.
- Written and oral communication skills.
- Food preparation.
- Record keeping.
- Following recipes and making alterations.
● Horticulture skills: Learning and practicing harvesting, safe preparation, and storage of fresh produce.

● Communication and Leadership skills: teamwork, individual roles within a team, appropriate communication with coworkers, supervisors, preparing and delivering affective presentations, researching, journaling, reporting progress to a larger community.

● Growing to College: Get to know the University and what role it might play in helping you obtain your dreams. Explore food and nutrition careers and courses of study to include food science, processing, marketing, transportation, retail, and restaurant.