Beyond Produce:
What Will You Produce?
Possible Goals

- Place to teach science
- Beautify the community
- Teach nutrition
- Build a sense of community
- Demonstrate public service
- Get outside
- Healthy 15 minute break
- Train future farm workers
- Create a longterm, sustainable garden
- Promote exercise
- Grow fresh food for the food shelf
- Grow fresh food for food service
- Raise Awareness of local food systems
- Beautify the grounds
- Promote healthy nutrition
- Get people outside
- Raise awareness about where food comes from
- Have fun
- Provide a summer job for Teens
- Beautify the landscape
- Create a place for Children to play
- Get people involved in a community building project
- Opportunity to design something together
- Space to grow what you want
- Perk for employees
- Team building
- Grow enough for the annual rhubarb pie party
What are **YOUR** Goals?
PLANNING A SUCCESSFUL GARDEN PROJECT

STEP #1
Define Garden Program Goals
Define Outcomes For Success

STEP #2

Choose what PLANTS to grow
Site Analysis Human Resources
Choose the garden DESIGN
Choose what ACTIVITIES to do

Define Outcomes For Success
Define Garden Program Goals
PLANNING THE DETAILS

CHOICES TO MAKE

Choose what PLANTS to grow

Site Analysis Human Resources

Choose the garden DESIGN

Choose what ACTIVITIES to do

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PLANNING THE DETAILS

CHOICES TO MAKE

Choose what
PLANTS

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Human Resources

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KEEPING YOUR GARDEN PROJECT ON COURSE!

MANAGING INCOMING

"We have a Rototiller & 10 people to till the garden... You pick the date"

"My Girl Scout troop is ready to plant seeds for you, BUT ONLY, on May 18"

"I’ve got free seeds for you to plant"

"I’ve been dividing Perennials in my garden, I will bring a bunch for the garden"

"I like water fountains, I’ll buy one for the garden"

"I would like to introduce you to a friend of mine that makes ceramic vegetables"

"I will give you 10 hrs per of labor your choice & I’ll do whatever is needed"

"I have $500 to give you - no strings attached!"

"I’m an expert on feeding the birds, and will teach kids to make bird feeders"

"I will teach kids about Ladybugs"

Choose what PLANTS to grow

$ Site Analysis Human Resources

Choose the garden Choose what ACTIVITIES to do

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