

PROJECT PURPOSE

Using only the space provided below, identify the specific and existing issue, problem, or need the project will address, and explain why the proposal is important and timely for the specialty crop industry. If this project builds upon a prior-year project, describe how the project differs from, complements, or builds upon the previous work.

Childhood obesity in America is growing at epidemic proportions. Although rates for childhood obesity in Colorado are low compared to national averages, these rates are growing at an alarming rate, particularly among low-income children. Low-income families frequently live in “food deserts” where they are unable to purchase affordable, healthy food, particularly locally-grown specialty crops. Because there are few venues to distribute fresh fruit and vegetables in these neighborhoods, Denver Urban Gardens’ Youth Farm Stands provide a unique opportunity to connect families in need to Colorado-based growers of specialty crops and to educate children about the importance of eating more fruits and vegetables.

Youth Farm Stands take place at schools that are home to a school-based community garden, where students are able to grow produce. The students and adult volunteers plan and schedule farm stand days, order additional produce (from Colorado growers), determine prices, lead cooking demonstrations, and help customers purchase their goods using cash or SNAP benefits. (We are also able to double the value of SNAP benefits through the Double Up Food Bucks program, which incentivizes using SNAP benefits for produce). The participating students become leaders in their community around issues of gardening and healthy eating.

Because of the increasing rates of childhood obesity, the media, policymakers, and funders are finally paying attention to the crisis. If we are able to capitalize on this momentum, we can help children in our community to establish healthy eating and buying habits now, that they can continue for the rest of their lives. Our research shows that 80% of adult gardeners gardened as children, and that gardeners at all ages eat more fruits and vegetables year round, boosting overall purchases of Colorado-grown specialty crops.

Denver Urban Gardens has been partnering with Slow Food Denver on the Youth Farm Stand Coalition since 2009. During the course of the program, we have sold more than 103,000 of produce to our communities. In 2016, 17 schools were involved and hosted 66 market days, selling more than 10,000 pounds of produce. We are using these figures as our baseline for the proposed two-year period (2018 and 2019). We are very proud of the program we have built over the past eight years, but recognize that hosting a Youth Farm Stand requires considerable effort from adult volunteers and the school community, and we would like to provide more training, marketing, and promotion support to ensure their success.

With the support of the Specialty Crop Block Grant, we expect to increase sales by 53% over two years. We anticipate that at least 10 of the schools will expand their current Youth Farm Stand program due to increased training and support, and that we will be able to recruit five additional schools to participate.

DURATION OF PROJECT

All projects will begin February 1, 2018 or upon contract execution and end November 1, 2019. There is no penalty if projects end prior to November 2019.

START DATE: 2/1/18 END DATE: 10/31/19

EXPECTED MEASURABLE OUTCOMES

Proposals must result in at least one of eight outcomes as predetermined by USDA. Identify the outcome measure(s) the project will achieve and the indicator of success for each outcome. Outcomes are measurable changes in behavior or conditions that reflect a positive impact to the specialty crop industry. **Refer to the Outcome Measures at pages 7-12, Concept Proposal Instructions.**

Choose an item.

Outcome 1: Enhance the competitiveness of specialty crops through increased sales

Choose an item.

Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness

Choose an item.

OUTCOME INDICATORS

Provide at least one indicator for each outcome and the related quantifiable results. If there are multiple outcomes and/or indicators, repeat this for each outcome/indicator. **Refer to the Outcome Measures at pages 7-12, Concept Proposal Instructions.**

FOR EXAMPLE:

Outcome 2, Indicator 1.a.

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty crops.

Outcome Choose an item. **Indicator** Choose an item.

Outcome 1: Total sales at Youth Farm Stands will increase from \$13,000 to \$20,000 and by 53%, as a result of marketing and/or promotional activities.

Outcome Choose an item. **Indicator** Choose an item.

Outcome 3. Indicator 3i: 10 Youth Farm Stands will expand and/or improve offerings of specialty crops

Outcome Choose an item. **Indicator** Choose an item.

Outcome 3. Indicator 4i: We will develop 5 additional Youth Farm Stands at new schools.

EXPLANATION TO ACCOMPLISH PROJECT

Using only the space provided below, explain how the data will be collected and how the project will accomplish the outcome(s) and the indicator(s) identified above.

By providing more volunteer training, marketing, and promotion, Denver Urban Gardens and the Youth Farm Stand Coalition will be able to increase sales, expand current stands, and establish Youth Farm Stands at additional schools.

DUG prioritizes working with community members to build local leadership capacity. We have found that using a train-the-trainer structure allows our programs to be more sustainable and better meet the needs of the community. However, these volunteer leaders still require a good deal of support to coordinate a successful series of farm stands. To expand our support of their success, we will:

- * Formalize training for adult volunteers.**
- * Provide cooking kits and kid-friendly recipe cards that highlight Colorado grown produce for farm stand cooking demonstrations--a proven method for increasing sales.**
- * Launch a social media campaign promoting Youth Farm Stands to schools and customers.**
- * Market Youth Farms Stands as a cohesive "Colorado-grown" program through improved branding of materials, including an artwork contest for students.**
- * Incorporate Youth Farm Stands in the Denver Farm Stand Coalition (of which Denver Urban Gardens is a leading member) and their forthcoming best practices manual.**
- * Provide "mini-grants" for schools to purchase marketing materials to promote their Youth Farm Stands. New schools will be eligible to apply for \$500 grants and existing programs can apply for up to \$200.**

DUG collects data from each school at the end of the growing season (approximately November). They report their sales, number of market days, pounds of produce sold, and number of students involved.

PROJECTED BUDGET

Complete the budget template. All budget items should solely support enhancing the competitiveness of specialty crops and correlate to the purpose of the project. Complete each budget category by entering the amount of grant funds budgeted for each category. The budget template includes limited space to provide a brief description of the costs or activities associated with each budget category.

Category	SCBGP	Cash Match	In-Kind Match	Total	Comments
Personnel	\$6,321.89	\$2,479.68	\$7,000.00	\$15,801.57	
Fringe Benefits	\$2,159.91	\$1,031.10	\$0	\$3,191.01	
Travel	\$0	\$0	\$0	\$0.00	NONE
Special Purpose Equipment	\$6,000.00	\$0	\$0	\$6,000.00	
Supplies	\$13,500.00	\$0	\$0	\$13,500.00	Marketing supplies & mini-grants
Contractual	\$4,567.50	\$10,500.00	\$0	\$15,067.50	

Other	\$800.00	\$0	\$0	\$800.00	Training supplies
Indirect Costs	N/A	\$0	\$0	\$0.00	NONE
Total	\$33,349.30	\$14,070.78	\$7,000.00	\$54,360.08	
Program Income					NONE (income benefits school communities, not Denver Urban Gardens)