



GROW PITTSBURGH 2013 ANNUAL REPORT

Dear Supporters,

We are pleased to present you with Grow Pittsburgh's third annual report. The last year was marked by significant and exciting changes at our organization that will no doubt have far reaching effects on the urban agriculture community as a whole.

By the numbers, it was a great year for us. We started four new community gardens in partnership with local residents, bringing the grand total since the program's inception in 2010 to 16. We also hosted 28 free workshops in conjunction with that program over the course of the season. Our Edible Schoolyard program launched an Affiliate Program in response to increasing demand for school garden programming, and welcomed four new schools for our pilot year.

On the production side, our team was hard at work obliterating our numbers for both pounds of food grown and sales of produce, in particular to local community members in Braddock and Homewood, where our sites are based. We saw a 30 percent increase in revenue from farm stands at Braddock Farms and the Shiloh Farm and Frick Greenhouse. In total, we grew nearly 6 tons of produce in 2013—an increase of over 2 tons of food from last year.

This success couldn't have happened without assistance from interns and apprentices in Grow Pittsburgh's Urban Farmer in Training and Urban Farm Apprentice Programs, which in total graduated 12 budding growers in 2013.

Internally, at the beginning of the year we adopted an ambitious, three-year strategic plan that was the result of a full year of work surveying our stakeholders, interviewing key partners, and brainstorming amongst staff and board about the path forward for Grow Pittsburgh.

We rewrote our mission statement – to teach people how to grow food and promote the benefits gardens bring to our neighborhoods – in a nod to simplicity and also to reflect that in the end, Grow Pittsburgh is firstly about people, and connecting people to food through community.

As we work in 2014 to achieve the goals in our strategic plan, you'll see us focusing on ensuring local growers have access to the resources and knowledge they need to be successful; advocating for grower needs at all levels of government, and ensuring that all people in the region, regardless of age or background, have an opportunity to connect to Grow Pittsburgh and its programs.

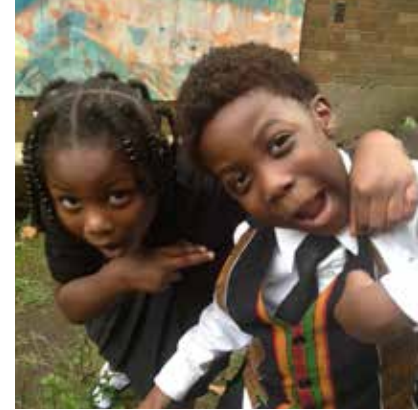
There's much more to report on the pages that follow. We hope you'll take a look. As always, thank YOU for your support of Grow Pittsburgh. We could not do this without you!

Warmly,

Julie Butcher Pezzino, Executive Director

Claudia Saladin, Chair, Board of Directors
and the entire staff and board at Grow Pittsburgh





ACCOMPLISHMENTS:

WE TEACH PEOPLE HOW TO GROW FOOD:

- **1,943 STUDENTS WERE TAUGHT FOOD-BASED LESSONS** and spent 488 hours in the garden and classroom through the Edible Schoolyard Pittsburgh Flagship program
- **LAUNCHED A “TRAIN THE TRAINER” MODEL EDIBLE SCHOOLYARD PITTSBURGH AFFILIATE PROGRAM** and began working with 4 schools: Propel Homestead, Pittsburgh Miller, Carnegie Elementary School and Clairton Middle School
- **EMPLOYED 8 YOUTH FOR 6 WEEKS THROUGH THE URBAN FARMERS IN TRAINING (UFIT)** summer internship program at Braddock Farms— youth worked 191 hours learning about the local food system and urban farming
- **9 RESTAURANTS AND 13 CHEFS VOLUNTEERED** 98 hours to the Edible Schoolyard Pittsburgh Flagship program and reached over 800 students
- **WORKED WITH 6 HIGH SCHOOL YOUTH** in the Homewood-based Bridge to College Program for 5 weeks planting and maintaining Homewood garden beds
- **HELD 13 SKILLSHARE WORKSHOPS WITH 221 PARTICIPANTS**
- **4 APPRENTICES WORKED 2,816 HOURS** with Braddock Farms, Shiloh and Frick Greenhouse Managers learning about urban farming
- **PILOTED A SHELTER-BASED FAMILY GARDENING WORKSHOP** with Homeless Children’s Education fund that reached 50 children and 30 parents
- **142 PEOPLE DONATED 331 VOLUNTEER HOURS** to the Edible Schoolyard

WE GROW FOOD:

- **HOSTED 6 SCHOOLS TO COMMUNITY FOOD EVENTS** at the Flagship Edible Schoolyard schools and shared school-grown produce with over 325 families
- **DELIVERED 84 POUNDS OF PRODUCE TO 8 FAMILIES** over 9 weeks in a pilot CSA with the Homewood Children’s Village
- **DELIVERED 181 POUNDS OF PRODUCE TO 10 SENIORS** over 14 weeks in a pilot Braddock Senior CSA
- **TOP 3 VEGETABLES SOLD** at Shiloh farm stand: red tomatoes, cherry tomatoes, and kale
- **TOP 3 VEGETABLES SOLD** at Braddock farm stand: red tomatoes, collard greens, and kale
- **8,391 ORGANIC EDIBLE SEEDLINGS SOLD**
- **1,050 ORGANIC EDIBLE SEEDLINGS DONATED** to community gardens
- **1,604 POUNDS OF PRODUCE DONATED**
- **5.9 TONS OF FOOD GROWN** at Braddock Farms, Shiloh Farm and Frick Greenhouse— an increase of over 2 tons of food from last year
- **6,438 POUNDS OF FOOD SOLD TO LOCAL RESIDENTS**
- **4,230 POUNDS OF FOOD SOLD TO RESTAURANTS**
- **42% INCREASE** in earned revenue from produce sold
- **30% INCREASE** in farm stand revenue
- **224 PEOPLE DONATED 637 HOURS** to Braddock Farms, Shiloh Farm and the Frick Greenhouse

WE BUILD AND SUPPORT GARDENS:

- **PARTNERED WITH GREATER PITTSBURGH COMMUNITY FOOD BANK** to distribute 3,025 seedlings to 1,350 people at 3 of their Plant to People events
- **4 NEW COMMUNITY GARDENS** were started for a total of 16 community gardens since the inception of the City Growers program
- **28 GARDEN WORKSHOPS** were facilitated at the City Growers community gardens
- **5.3 TONS OF FRESH FOOD** were grown by 9 community gardens in our City Growers program
- **PARTNERED WITH GTECH STRATEGIES** to host a Bike & Bus Tour of area gardens and reclaimed lots with 18 gardens and farms participating
- **53 GARDEN EVENTS** were hosted by 9 community gardens in our City Growers program
- **EXPANDED COMMUNITY GROWING SPACE BY 5,124 SQ. FT.**, including 34 raised beds and 38 in-ground beds
- **PILOTED A COMMUNITY GARDEN SUSTAINABILITY EVALUATION TOOL** with 26 community gardens and farms. The series of questions measures a garden’s sustainability based on 8 categories such as leadership and zero waste
- **CONVENED OVER 80 LEADERS** from non profits and city government for the Urban Agriculture Policy Symposium to discuss key urban food issues in Pittsburgh.
- **424 PEOPLE DONATED 1,654 HOURS** to our community garden program

“Grow Pittsburgh’s approach helps students understand how science and nutrition work together to help them maintain their own health and show them the beauty of the natural growing cycle.”

— Dr. Linda Lane, PPS Superintendent

2013 Community Garden Survey Snapshot:

Because of their involvement with their community garden:

-86% of respondents said they eat more fruits and vegetables.

-75% agree they are more physically active.

-95% say they have met more people in their neighborhood.

“It’s motivating me to have my own farm at home.”

— Jonathan, UFIT Intern

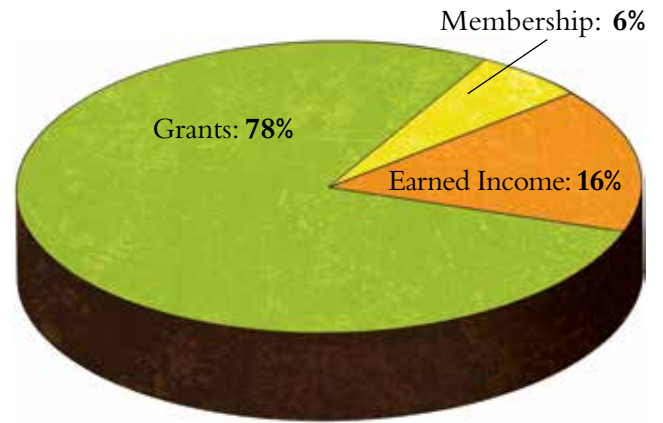
“I expected to learn techniques in urban farming. But I couldn’t have known how much there was to learn.”

— Urban Farm Apprentice

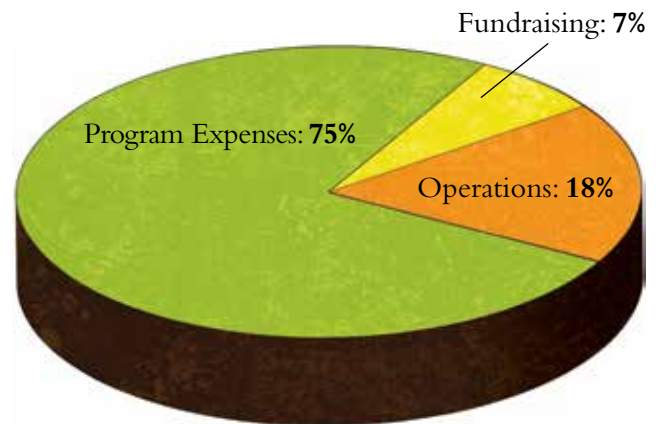




REVENUE*



EXPENSE*



* Figures based on un-audited financial statements



“I loved trying and tasting the vegetables when we went to the garden. I tried a lot of new foods.”

— Edible Schoolyard Student



THANK YOU TO OUR 2013 DONOR SUPPORTERS!

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Allegheny County Economic
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Allegheny County Health
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Berkman Trust
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Big Burrito Restaurant
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Black Rhino Recycling
Blind and Vision
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Blue Dust
BNY Mellon Community
Partnership
Borough of Braddock
Braddock Carnegie
Library Association
Brooklyn Grange
Bryant Street Market
Buhl Foundation
Carson Street Deli
Casbah
City of Pittsburgh
Clarion River Organics
Colcom Foundation
Coraopolis Community
Development Foundation
Coraopolis Water
and Sewer Authority
Crazy Alice's Cafe
Cure
Dollar Bank
dysARTdesign
E2
East End Brewing
East End Food Co-op

Eat'n Park Hospitality Group
Engine House 25
Enrico's Biscotti
Evey True Value
evolveEA LLC
Fairmont Pittsburgh
First Commonwealth Bank
Flying Biscotti Group LLC
Forrest Hills Coffee Co.
Foster Meats
Franktuary
Frick Cafe
Frick Park Market
Garden Club of Allegheny
County
Garden Dreams Urban Farm and
Nursery
GoodFellas
Grable Foundation
Green Building Alliance
Green Mountain Energy
GTECH Strategies
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H.J. Heinz Company Foundation
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Industry Public House
Jackson/Clark Partners
Jitters
Johnny's Seeds
Juice Up 412
Keys Service Corps
La Prima Espresso Co, Inc.
Legume
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Lawrenceville United
Mansions On Fifth

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Mother Earth News Fair
Myles and Faye Sampson
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Greensburg
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Network
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S&T Wealth Management
Salt of the Earth
Sampson Foundation
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South Side Slopes
Neighborhood Association
Spoon
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Steel Valley Enterprise Zone, Inc.
Strada
Tender Bar and Kitchen
The Environmental Charter
School at Frick Park
The Fresh Market
The Heinz Endowments
The Pittsburgh Foundation
The Porch at Schenley
The Saxifrage School
The Unity Group of Clairton
The Urban Gardener
The YMCA of Greater Pittsburgh
Tin Front Cafe
Today's Market
Tree Pittsburgh
Turner Dairy Farms
Urban League of Greater Pittsburgh
Charter School
Urban Tree LLC
Verde Mexican
Kitchen and Cantina
WESA/WYEP
Western Pennsylvania
Conservancy
Whole Foods Market- East
Liberty
Whole Foods Market- Wexford
Wild Rosemary Bistro
World-Class Industrial Network
Zero Waste Pittsburgh

“I can walk right outside and get fresh
vegetables to cook and eat!”

—Boxy Caulfield Memorial gardener and resident of Northside YMCA



THANK YOU TO OUR 2013 DONOR SUPPORTERS!

INDIVIDUALS

Please forgive us if we missed you in these pages, it was not intentional

Tamara Abell	Dean and Kara Conomikes	Cathy Ginsberg	Sarah Larkin	Timothy O'Brien and Jessica Hecht O'Brien	Perry and Lora Sigismund
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“Working on the farm I learned better life skills, eating habits and working skills.”

— Duulane, UFIT Intern

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Edible Schoolyard Pittsburgh Senior Garden Educator



APPRENTICE & INTERN TEAM:

Special thanks to all our interns and volunteers of 2013!

Emily Baddock, *City Growers Program Assessment Intern*
Jewell Bohlinger, *Greenhouse & Shiloh Farm Apprentice*
Kristen Hunninen, *Braddock Farms Senior Apprentice*
David Madden, *Greenhouse & Shiloh Farm Senior Apprentice*
Kathleen Poth, *Braddock Farms Apprentice*
Emma Strong, *Education Intern*
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