



THE GROW DAT YOUTH FARM QUARTERLY UPDATE: THIRD QUARTER 2013

DEEPENING OUR ROOTS: AN EXCITING ANNOUNCEMENT FROM FARM MANAGER, LEO GORMAN

Grow Dat is expanding! After two successful seasons of cultivating 50 young leaders and growing 16,000 pounds of vegetables, **we are very excited to announce the expansion of our farm site from 4.2 to 7.2 acres!** In close collaboration with our core partners, Tulane University (led by Tulane City Center) and City Park, over the next two years we will increase field production space from 1.5 to 3 acres. This agricultural expansion will position Grow Dat to grow more food, earn more income and hire more young people for our fall internship and spring youth leadership development program. This fall we'll begin the



We're growing! This fall we will begin phasing in another 3 acres to our farm site. Soon this former golf course will teem with an array of vegetables. (View facing North from Zachary Taylor Drive)



Fall Agriculture Intern Ire of Warren Easton High School 'bumps up' lettuces and herbs in the potting area for our annual Plant Sale.

expansion process by tilling to create new fields on what used to be golf course pre-Katrina. Next, we'll plant the fields with cover crops - plants that help to suppress weeds, fix nitrogen, aerate the soil, add organic material and reduce erosion. Cover crops are perhaps the most important organic farming technique we utilize to grow food sustainably. By spring 2014, Grow Dat Crew Members will be harvesting our signature market crops of kale, chard, collards, radishes, tomatoes, basil, lettuce, arugula and our best-selling Grow Dat Salad Mix for sale and donation. We will plant 30 additional fruit trees, including satsuma, blood orange, Meyer lemon, kumquat and fig.

FALL ON THE FARM

The Farm Team has been busy building up soil fertility in our new fields and preparing all of our growing spaces for fall/winter planting. After letting the soil rest for several months this summer, we have slowly been incorporating cover crops such as sun hemp and cow peas into the fields. Greenhouse propagation began in September, sprouting kale, broccoli, lettuces and many herbs for both our own fields and to sell at our annual Plant Sale. Early October has brought temperatures in the mid-70s to low 80s and many breezy afternoons. It's been perfect weather for youth interns and staff who are working outside in our makeshift potting shed, 'bumping up' starter plants the Plant Sale ('bumping up' translation: transplanting young plants into larger pots as they grow).

YOUTH RECRUITMENT IS IN FULL SWING

We have expanded to a sixth partner school: Lusher Charter School! This fall we will hire 40 young people to join our 2014 Leadership Program. Our Program Team is currently leading pitches at our high schools to get students interested in applying for a job with us. If you know a teenager who attends one of our partner schools and is interested in applying, please direct them to them to the youth hiring page on our website: <http://growdatyouthfarm.org/hiring-youth-positions/> Youth can apply online or hand in a hard copy to their school's Grow Dat Liaison. Applications are due Saturday, Nov. 15 and Interview Day will take place on the farm Saturday, Dec. 7. We look forward to welcoming our new Crew Members in January!

HOW THE EXPANSION HELPS US GROW

IN 2014 WE WILL:

- Grow a total of 10,000 lbs of food; 2,000 lbs will be grown on our expanded 1.5 acres
- Donate a total of 4,000 lbs of food; an additional 900 lbs of produce will be donated to our Shared Harvest partners because of our larger fields
- Sell a total of \$30,000 worth of produce; \$7,000 of sales will come from produce that was harvested in new fields
- Have a total of 7 acres of farmland and Eco Campus; the expansion provides us with 1.5 acres of fertile, well-drained arable soil
- Push crew members in the spring leadership program to grow through increased responsibility for more land and growing space
- "Farmscape" throughout new growing areas to increase presence of beneficiary insects and pest predators



Who We Are and What We Do
The mission of the Grow Dat Youth Farm is to nurture a diverse group of young leaders through the meaningful work of growing food. We hire teenagers to work on our farm in City Park. Their job is to grow food for their community and improve their ability to communicate and work as a team.

Teenagers work one half day and one full day a week during our spring program (February - May) and four days a week during our summer program (June), youth crew members earn \$1,800 over the course of the program.

**Applications are due
Friday, Nov. 15**

Turn in applications to your school's Grow Dat Liaison

Questions? Call Jeanne 913.515.6892

GROW DAT YOUTH FARM

Nurturing Young Leaders Through the Meaningful Work of Growing Food

Apply to become a Grow Dat Crew Member!

- EARN MONEY
- GROW FOOD
- DEVELOP YOUR PROFESSIONAL SKILLS
- BECOME A LEADER IN YOUR COMMUNITY!



Recruitment flyer currently seen on the walls of our partner high schools and youth organizations

INTRODUCING OUR FALL 2013 YOUTH INTERNS

In September we launched an expanded Fall Intern Program. We offered seven part-time employment opportunities to Grow Dat graduates in three different areas of specialization: Agriculture, Administration, and Education & Outreach. Internships are dual-purpose: they create more leadership opportunities and responsibility for youth, and they further Grow Dat's mission as Interns work as 'junior staff' on our team. Interns work an average of eleven hours per week and are engage in a range of tasks.



Education and Outreach Interns lead a Composting 101 workshop at the Guerilla Gardeners series of The Backyard Gardener's Network. Here they demo a 'worm apartment complex' which uses layers of compost to encourage upward worm migration.

Agricultural Interns learn advanced skills in sustainable agriculture, both conceptual and hands-on. In addition to cultivating plants for our fields and annual Plant Sale, they give farm tours, and run workshops both on and off-site.

Administrative Interns work with staff in the office on a variety of tasks including: managing our Facebook and Twitter accounts, printing and mailing donor thank you letters, filing, assisting with special events, and preparing educational materials.

Education and Outreach Interns are piloting our

community education program which will continue to unfold over the next several years. These Interns currently lead a series of off-site workshops in the areas of Wellness (cooking and nutrition demos) and Sustainable Agriculture (composting, vermiculture, and raised beds demos). This fall they will lead cooking demonstrations at the New Orleans Botanical Garden, run Wellness tours with clients from the local Brinton Family Health and Healing Center, and are featured as weekly guest educators at the afternoon education program run by the Backyard Gardener's Network in the Lower 9th Ward.

LAUNCHING OUR SATURDAY FARM STAND

Join us every Saturday from 9am-Noon to purchase youth-grown produce in the City Park area's only weekend produce market.

Stock up on your weekly supply of fresh sustainably grown veggies, herbs and cut flowers direct from our farm in City Park! Our specialties include salad mix, arugula, lettuce, kale, chard, and a variety of herbs. Produce is grown and sold by our youth employees. Fall Interns will be leading free tours of our fields, eco-campus and bayou corridor.

*Saturdays from 9am-Noon
November 16 thru June 14
(closed Nov. 30, Dec. 28, March 1)*

*150 Zachary Taylor Dr.
between Pan Am Stadium and the dog park*



Nick shows off our all-natural winterbore kale at our Saturday Farm Stand.

THE GROW DAT STAFF TEAM

Our farm is fortunate to have a consistent and reliable staff team - all of our founding staff members continue to work at Grow Dat! As we have grown, our roles and responsibilities have evolved to reflect the needs of the organization and the skills and interests of our staff. As of September 1, our structure shifted to reflect the following positions:

Johanna Gilligan is now our Executive Director
 Leo Gorman is now our Farm Manager
 Sarah Howard is now our Farm Assistant/Market Manager
 Jabari Brown is now our Site Manager/Outreach Coordinator
 Jeanne Firth is now our Program Manager

VOLUNTEER REQUEST

Join us on the following Saturdays for open volunteer days and help us expand onto our new land!

Individuals and small groups are welcome. Larger groups (10+) should contact Farm Manager Leo Gorman at

leo@growdatyouthfarm.org to set up a Volunteer Day for your group.

Saturdays, 9am-noon:

Nov. 9, Dec. 7, Jan 11, Feb. 15,
 March 8, April 12, May 10, June 14

GROWING THE GREEN 2013: HOLIDAY GIFTS THAT GIVE BACK



Support Grow Dat this holiday season! Sample card in sage green with inside message that reads: "A gift for you, for Grow Dat. On your behalf, the following gift has been donated in your name...."

In November we will launch our 3rd annual alternative gift campaign, Growing the Green. Give the gift of quality youth employment or fresh produce from our farm to those in need this holiday season! Our meaningful 'Thanks for Giving' cards are the perfect present for everyone on your list. You will be mailed beautiful cards corresponding to the amounts above to give as gifts this holiday season. Look for an email announcement at the start of the campaign in mid-November, or check our website to order cards.

For those who really want to lend a hand: we are seeking a small group of individuals who are inspired our work and want to reach out to their

own networks to do some enthusiastic grassroots fundraising for Growing the Green on our behalf. Our goal is to raise a collective total of \$20,000 by December 31. With a small group of leaders dedicated to our mission, this is totally possible. Contact Jeanne Firth, Program Manager, at jeanne@growdatyouthfarm.org if you are interested in raising funds for our holiday giving campaign.



Post-Harvest Handling area of our Eco Campus. Photo by Will Crocker

FUNDING SUCCESSES

- We are happy to announce that we received our third year of unrestricted funding from Capital One! They have granted us \$25,000 again this year, and we are grateful for their continued support of our work and mission.
- We are honored to receive a \$3,000 grant award for our farm expansion from The Congregation of the Sisters of St. Joseph. Gift committees of the Congregation make grants to non-profits in order to "take the risk to surrender our lives and our resources to work for specific systemic change in collaboration with others that the hungry of the world might be fed".

SUPPORT OUR WORK

- Donate now! We accept donations through our website at www.growdatyouthfarm.org We appreciate your instant or ongoing contribution.
- Income generation activities such as field trips, event rentals and produce sales to restaurants fund 20% of our annual operating budget. Please contact us if you are interested in any of these opportunities.
- Our annual Growing the Green alternative gift campaign begins in November! Contact Jeanne Firth, Program Manager, at jeanne@growdatyouthfarm.org if you are interested in helping us raise funds for our holiday giving campaign.

PARTNER ANNOUNCEMENT: LOSE DAT

This program is an initiative of one of our partners, The Brinton Family Health and Healing Center. The Lose Dat! Weight Loss and Healthy Lifestyle program meets weekly at the Brinton Center. Participants learn about healthy living, including nutrition and cooking techniques, keeping a food journal and exercise tips. If you or anyone you know is interested, call 504-988-4018 for more information.

PRESS

- "Investing in Real Change" in The Huffington Post by Johanna Gilligan http://www.huffingtonpost.com/johanna-gilligan/investing-in-real-change_b_3997465.html
- "Urban Oases" in Architectural Record by Lamar Anderson <http://architecture.tulane.edu/news/2013/07/article-578>
- "Everyday People: Grow Dat Youth Farm" in examiner.com by Hillary Strobel <http://www.examiner.com/article/everyday-people-grow-dat-youth-farm>
- 'Help New Orleans Children Thrive' in The Times-Picayune, joint statement by the Opportunity Youth Executive Directors group http://www.nola.com/opinions/index.ssf/2013/09/let_londyns_death_inspire_you.html
- "Youth Series: Grow Dat Youth Farm" in Food, Nutrition & Science <http://www.foodnutritionscience.com/articles/youth-series-grow-dat-youth-farm/>
- "Urban Farming Movement Takes Root in New Orleans" in Louisiana Weekly by Sam Tabachnik, <http://www.louisianaweekly.com/urban-farming-movement-takes-root-in-new-orleans/>



"Husbandry is the name of all practices that sustain life by connecting us conservingly to our places and our world; it is the art of keeping tied all the strands in the living network that sustains us." - Wendell Berry

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