

# Grow Your Own Food: Oasis Solutions

## Fresh Food Connect & Groundwork Denver

Presenter: Laura Lavid, Fresh Food Connect Community Engagement and Marketing Director

Rocky Mountain Land Use Institute 2020 Conference

**Hot, Dry & Crowded: Planning for the Future,**



# U.S FOOD WASTE

Did you know?

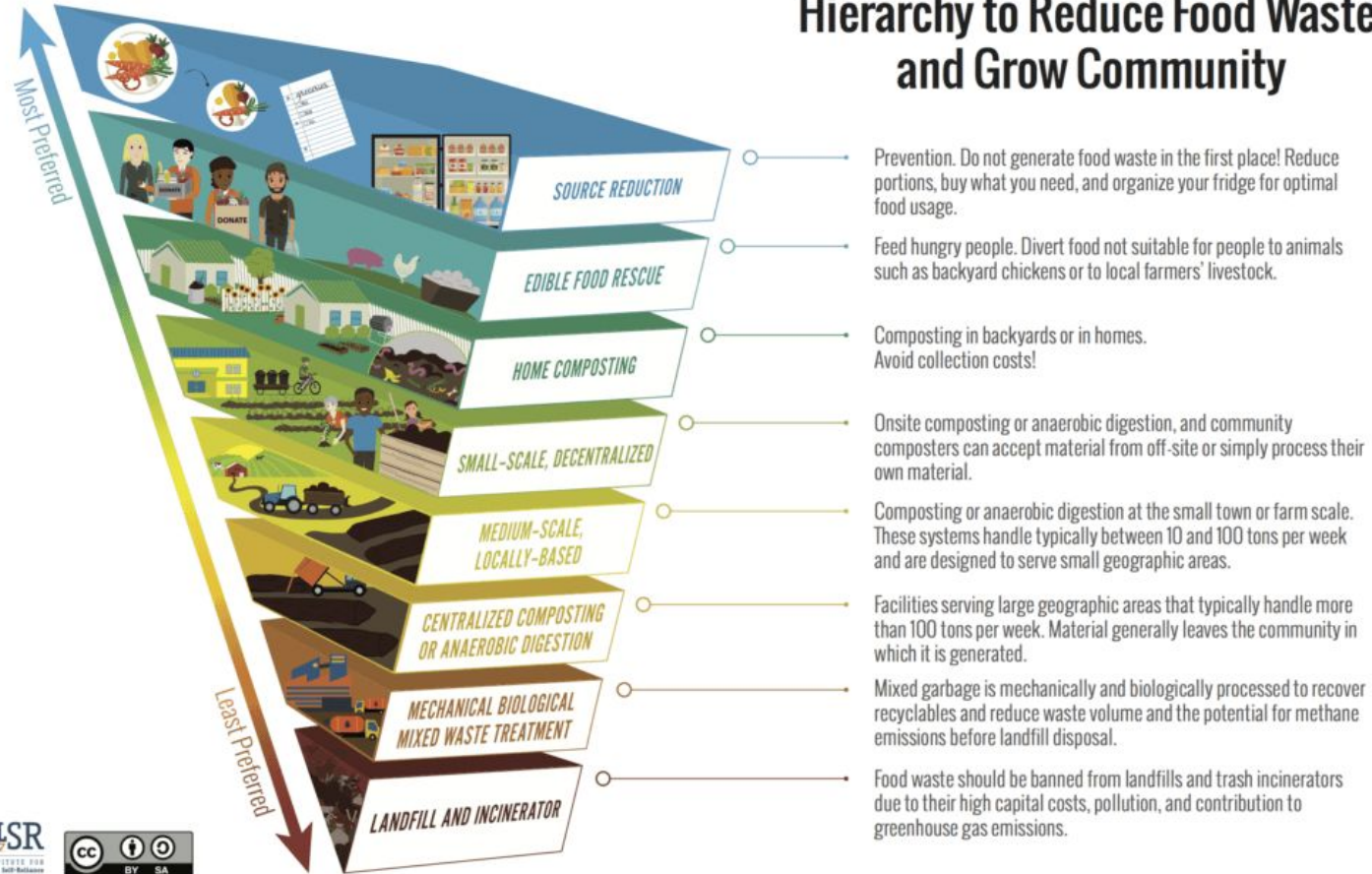
- 30-40% is wasted
- Valued at \$165 billion annually
- Rotting food in landfills releases greenhouse gases

Source: NRDC

CLIMATE  CENTRAL



# Hierarchy to Reduce Food Waste and Grow Community





# FRESH FOOD CONNECT

*Share your backyard bounty.*





# The Pilot: Solving the Zucchini Problem

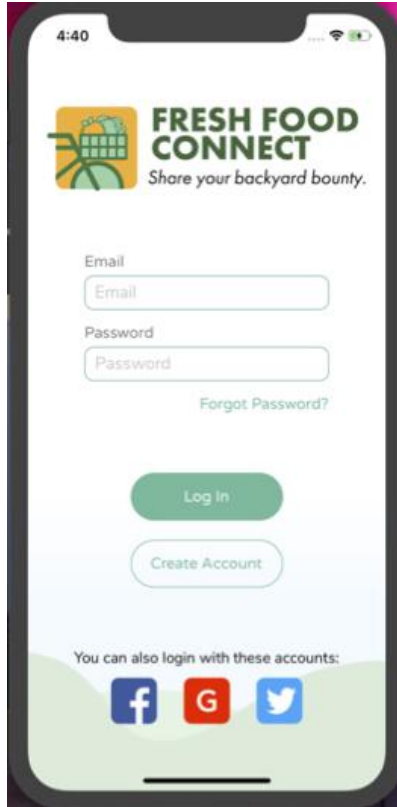


# Evolution from Pilot



- Serving more zip codes in Denver
- Organically expanded to Boulder, Colorado Springs, Durango and additional Denver partners
- To Date:
  - 23 active zip codes across Colorado
  - 8 operators
  - More than 350 gardeners
  - Redistributed more than 27,000 pounds of otherwise wasted homegrown produce.

# 2020 Plans & Beyond



- Going Mobile! - launching end of March
- Expanding nationwide
- Expand and support current operators





# Groundwork Greens Hydroponic Greenhouse



- Established in 2014
- Fully hydroponic greenhouse
- How does it work to combat food deserts?

# Groundwork Denver - Spring CSA Program



- March 16th-June 5th
- 12 weeks
- \$150 membership fee
- 1 box of produce/week
- Items in boxes:
  - Fresh lettuces
  - Braising greens
  - Herbs
  - Vine-ripened tomatoes
  - And more!





## Bring Fresh Food Connect to your Community

Learn about our expansion and how you can be  
a part of it!

CONTACT US

[www.freshfoodconnect.org](http://www.freshfoodconnect.org)  
<https://groundworkcolorado.org/>  
[laura@freshfoodconnect.org](mailto:laura@freshfoodconnect.org)



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