

## Alameda Backyard Growers – 2011 Highlights



### Launched the Alameda Fruit Gleaning Initiative!

- Officially launched Alameda Fruit Gleaning Initiative at our June 9, 2011 meeting
- How it works: after fruit tree owners contact ABG, we send volunteers to pick the surplus fruit and bring it to the Alameda Food Bank where it is typically distributed to food bank clients within 24 hours
- ABG members donated 845 lbs of gleaned fruit to the Alameda Food Bank in 2011 - almost 85% of our group's total donations for the year!
- Call Amanda MacLean, ABG Co-Founder, at **(510) 239-PICK** if you have a fruit tree you would like gleaned or if you would like to volunteer



### Launched the "Grow a Row for the Food Bank" Project!

- In March 2011, Renee's Garden donated seeds to 20 Alameda Backyard Growers members who pledged to "grow a row" for the food bank
- Members received a wide range of seeds, many heirloom varieties
- Janice Edwards, ABG Co-Founder, produced "Radish, A Love Story", a two minute movie highlighting the "Grow a Row" project - you can watch it on YouTube!
- Email us at [alamedabackyardgrowers@gmail.com](mailto:alamedabackyardgrowers@gmail.com) if you'd like to participate in 2012 with new seeds from Renee's Garden - or visit the "Green Thumbs, Green Minds" Seed Library at the Alameda Free Library (Main Branch) for free seeds



### Held Our First Major Fundraiser: The Urban Farm Tour & Tomato Tasting!

- Event on September 10, 2011 drew over 120 people and raised nearly \$1,000 to purchase equipment for the Alameda Fruit Gleaning Initiative and support ABG's free community programs
- 23 volunteers donated time, food, and materials
- Purchased new orchard ladder immediately after event
- Proceeds enabled ABG to purchase general liability insurance and rent monthly meeting space at Rhythmix Cultural Works beginning on October 11, 2011



### Offered Free Community Education Programs & Promoted Local Groups and Events!

- In addition to free monthly meetings featuring practical, informative presentations by local experts, ABG sponsored two free community screenings of environmental films: "Dirt! The Movie" on January 9, 2011 and "Urban Roots" on August 7, 2011
- During 2011, ABG grew its mailing list to 350+ members and strengthened collaborations with over 20 local partners including Ploughshares Nursery, Alameda County Master Gardeners, Project LEAF, Growing Youth Project, Alameda Backyard Chickens, and Alameda Backyard Beekeepers



### Measured Our Impact!

- In April 2011 ABG began tracking Alameda Food Bank donations made by our members
- We ask members to identify their affiliation with ABG when they drop off produce and have the food bank staff/volunteers weigh their donation(s). Then we ask members to email us the date, type, weight, and source of the donated produce. Grant Marcoux compiles the data and reports on it periodically to our members
- In 2011, 39 ABG members made 58 donations totaling 995.25 lbs of produce (of which 845 lbs was gleaned fruit)
- 48.9% of the donations (487 lbs) was citrus fruit
- Largest single donation: 81 lbs of apples - smallest single donation: 0.5 lbs of snow peas