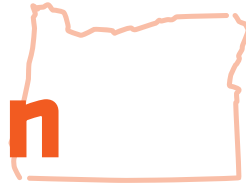


Grow This! Works for Oregon



The Challenge

Increase Oregon's Fruit and Vegetable Access and Intake

Oregon is a leading state for fruit and vegetable (F&V) intake, which can increase Oregonians' health and lower health care costs.

	Oregon Adults Consuming At Least 1 Serving/Day	US State Ranking (includes DC)
Vegetables	83.6%	5th highest
Fruits	64.3%	9th highest

Centers for Disease Control and Prevention. BRFSS Prevalence & Trends Data, 2019. Retrieved June 1, 2021, from cdc.gov/brfss/brfssprevalence/index.html

A SNAP-Ed Solution

The Food Hero *Grow This!* Oregon Garden Challenge

Since the inaugural year in 2020, households, schools, and communities have come together to build gardens, share gardening knowledge and skills, and *grow* Oregon's health and food supply. Challenge materials are in English and Spanish.



A look inside the 2022 household *Grow This!* seed mailing.

Pairs with a free online microgreens grow-along workshop.



Our Food Hero Garden Challenge:

builds gardens, gardening skills, inspiration and self-efficacy through partnerships with the Bi-Mart chain of retailers, Oregon State University Master Gardeners, the Oregon Potato Commission, Oregon Bee Project, and hundreds of community organizations through which policy, systems and environmental (PSE) change activities occur.

provides easy-to-understand garden tips with common terms familiar even to new gardeners. Practical tips for cooking, stretching food dollars and increasing food security are included.

celebrates diversity, aiming to make *Grow This!* relevant and adaptable for all audiences. Components are informed by diverse workgroups via connections with Oregonians from urban, rural and tribal communities and are designed to meet the adaptive needs of all age groups, from youth to older adults.

increases growth, access and use of fruits and vegetables in households and community sites.



New school garden!

January 2023

Grow
this!



Oregon
Garden Challenge



Oregon has
Food Hero educators
on the ground covering
all 36 counties,
building food security
and healthy food access
from seed to plate.

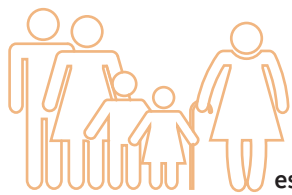


Oregon State
University

Email:
food.hero@oregonstate.edu

Third Annual Garden Challenge

FFY 2023 Oregon Grows! Together Again—By the Numbers



93,138

estimated number of Oregonians from all 36 counties—including those who signed up as individuals/households, classroom teachers and group leaders—who participated in some way in the 2022 *Grow This!* Oregon Garden Challenge. This is a 62% increase from 2021 participation numbers, and at least 13% of those who signed up were returning participants. Throughout the year, anyone from anywhere who wants to grow along with us can join our growing community and receive materials!



3,603

home seed kits distributed to individuals and their households. Each kit contained six types of seeds for growing bunching onions, cilantro, kale, mesclun lettuce mix, zinnias and marigolds.



81

Master Gardener volunteers, representing 28 of the 36 Oregon counties, signed up as *Grow This!* champions to share their time and teach others.



1,170

Group leaders signed up on behalf of over 82,000 Oregonians from 30 counties. The majority (76%) signed up for a school group (pre-K to 12 grade).

1,127

Oregon schools (pre-K to 12th grade) were represented in *Grow This!* with at least one student/household participating in 2022. This is an increase from 759 schools with student participants in 2020, and 1,016 schools in 2021.



Grow this!



Oregon Garden Challenge

Sign up for *Grow This!* here:
<https://foodhero.org/growthis>



Tomatoes

The seed type individual/household participants most wanted to grow for food (16%; n=3,370). Second choice was green beans (6%).

Two of the many thoughts on growing tomatoes:

"[I want to grow] Roma tomatoes that I can use year-round in pasta sauce, hot sauce, and diced tomatoes."

"Tomatoes are a must have!"



Connect with Food Hero!



Benefits Reported by 2022 Participants

1,088 returning participants shared the following feedback on their 2021 *Grow This!* engagement:

- 73% planted seeds and 64% tasted what they harvested.
- 88% reported an increase in confidence in using their garden harvest in a meal.
- 70% said they were very or extremely likely to recommend the Challenge to someone else.



2022 Participant Characteristics

(n=5,717)

- 66% reported they garden some years but not every year, or garden every year and with some success; 15% described themselves as new gardeners.
- 45% said they were likely or very likely to try growing microgreens.
- 69% said they were planning to grow their seeds outdoors (in raised beds, containers and/or in the ground) and 28% indoors.
- 50% recalled seeing Food Hero ads or messages, at least once. A key goal is to increase overall fruit and vegetable messaging exposure.

Inaugural Pre-K to 12th-Grade *Grow This!* Classroom Seed-Starting Kits

Each *Grow This!* classroom kit contained all the essentials to seed-start with up to 30 students and grow microgreens as well as indoor and outdoor plants. A project goal is for teachers and students across Oregon to develop lifelong skills and confidence in growing food from seed, and pass along food-growing skills to future generations.

Quick Facts

- 1,200 *Grow This!* classroom seed-starting kits were mailed to 591 teachers covering all Oregon counties.
- 337 schools participated, including 22 Head Start/Early Learning Centers, representing 75 Oregon school districts.
- An estimated 29,000 students engaged in seed-starting activities with the classroom kits.
- The following seed types were chosen to encourage pollination and because they paired well with the *Explore the Bees of Oregon* books and could be harvested as microgreens and started in the ground or in containers: squash, radish, cantaloupe, sunflowers, zinnias.
- 76% (n=456) of teachers opted to receive extra.



Grow This! Classroom Use of Kits Per Grade Level (Duplicated counts in some cases)

Grade	Count (# of kits)
Preschool	172
Kindergarten	383
1 st	409
2 nd	441
3 rd	377
4 th	394
5 th	374
6 th	203
7 th	172
8 th	153
9 th	96
10 th	92
11 th	84
12 th	78



Grow This! Classroom Seed-Starting Kits – Optional Add-On Components

Potato Grow Kits

Each *Grow This!* seed-potato grow-bag kit contained everything a teacher needed to start potatoes with students in spring and harvest in the fall. The kit was available to a limited number of teachers as an add-on when they signed up for their classroom seed-starting kit.

Quick Facts:

- 123 teachers received a seed-potato grow bag in May (a good time to plant seed potatoes throughout Oregon) after they received the initial classroom seed-starting kit.
- 74 schools received at least one seed-potato kit, covering 24 of 36 Oregon counties.
- Over 5,100 students interacted directly with the seed-potato kits.
- The seed potatoes were sourced through an Oregon Klamath County farmer in partnership with the OSU Klamath Basin Research and Extension Center.



Bee Book Classroom Sets

Explore the Bees of Oregon is a bee-themed nutrition and garden environmental education activity book developed at Oregon State University by the Oregon Bee Project and Food Hero. Objectives include 1) to increase readers' knowledge of the role bees play in pollination to make healthy foods; 2) to increase students' willingness to try new vegetables and fruits; and; 3) to teach students ways to help bees do their work. Each *Grow This!* classroom seed-starting kit included two sample books (2,400 books distributed to 591 teachers). While supplies lasted, teachers who previewed sample copies could opt in and receive a classroom set of books. In addition to being used with the classroom seed-starting kits, the books could be enhanced with the *Explore the Bees of Oregon* Virtual Toolkit available online in English and Spanish: <https://www.foodhero.org/bees>.

Quick Facts:

- 2,830 books were mailed to 95 teachers in 79 schools as classroom sets covering pre-K through high school levels, between February and May of 2022.
- 27 of 36 Oregon counties were represented.



Oregon State University
Extension Service
Master Gardener™

BI-MART

The *Grow This!* Oregon Garden Challenge has been adapted from the *Grow This!* West Virginia Garden Challenge through a partnership with West Virginia University.

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