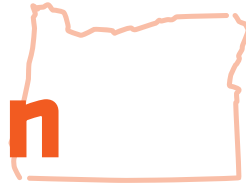


Grow This! Works for Oregon



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 by all audiences. Components are informed by diverse work groups, by youth, adults, including older adults, and by continued connections with Oregonians from urban, rural and tribal communities.

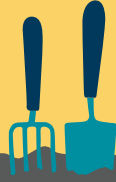
increases growth, access and use of fruits and vegetables in households and community sites.



New school garden!

September 2022

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.

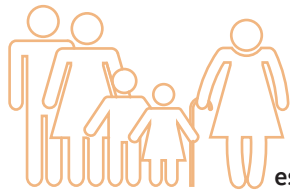


Oregon State University

Email: food.hero@oregonstate.edu

Third Annual Garden Challenge

FFY 2022 Oregon Grows! Together Again—By the Numbers



93,138

estimated distribution of seed packets sent to Oregon individuals/households, teachers and group leaders, reaching participants who signed up in all 36 counties! This is a 62% increase from 2021 distribution numbers, and 12.5% of sign-ups were from people who had also participated in a previous year of *Grow This!* Throughout the year, anyone from anywhere who wants to grow along with us can join our growing community and receive materials!



3,603

household seed envelopes distributed, each containing six types of plants (bunching onions, cilantro, kale, mesclun, zinnias and marigolds). This is an increase from four seed types sent in previous years.



81

Master Gardeners representing 28 of 36 Oregon counties signed up as *Grow This!* champions.



1,170

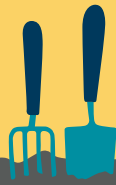
groups in 30 of 36 Oregon counties participated; 76% were from a school (pre-K to 12th grade).



1,127

Oregon schools had at least one student who participated (pre-K to 12th grade). This is an increase from 759 participating schools in 2020, and 1,016 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:

"Roma tomatoes so that I can use year round in pasta sauce, hot sauce and diced tomatoes."

"Tomatoes are a must have!"



Connect with
Food Hero!



Impacts on 2021 Challengers

A 2021 *Grow This!* post survey (n=812; 29% response rate) indicated that:

- 76% planted seeds as part of *Grow This!*, and 63% tasted what they harvested.
- 52% reported an increase in their confidence in using their garden harvest in a meal.
- 70% were very or extremely likely to recommend the *Grow This!* challenge to a friend, family member or group.



Individual/Household 2021 Challenger Characteristics (n=5,717)

- 71% reported that they garden some years but not every year, or garden every year with some success; 13% described themselves as new gardeners.
- 45% said they were likely or very likely to try to grow microgreens.
- 87% said they were planning to grow their seeds outdoors (in raised beds, containers or in the ground); and 12% indoors.
- 28% recalled seeing Food Hero ads or messages. A goal is to use Food Hero messages 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 a teacher needed” to help seed-start with 30 students and grow microgreens or indoor or outdoor plants. A goal of this project is that teachers and students across Oregon develop lifelong skills and the confidence to grow their own food from seed and pass that skill onto future generations.

Quick Facts

- 1,200 *Grow This!* classroom seed-starting kits were mailed to 591 teachers covering all Oregon counties.
- 337 schools were represented covering 109 school districts plus 22 Head Start/early learning centers.
- 29,000+ students interacted directly with the seed-starting kits.
- Seed types (squash, radish, cantaloupe, sunflowers, zinnias) were chosen to encourage pollination and go well with the *Explore the Bees of Oregon* books; and that could be started as microgreens or planted in the ground or containers.
- 59% (n=347) of teachers opted to receive extra seeds.



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
Mixed Grade levels	1



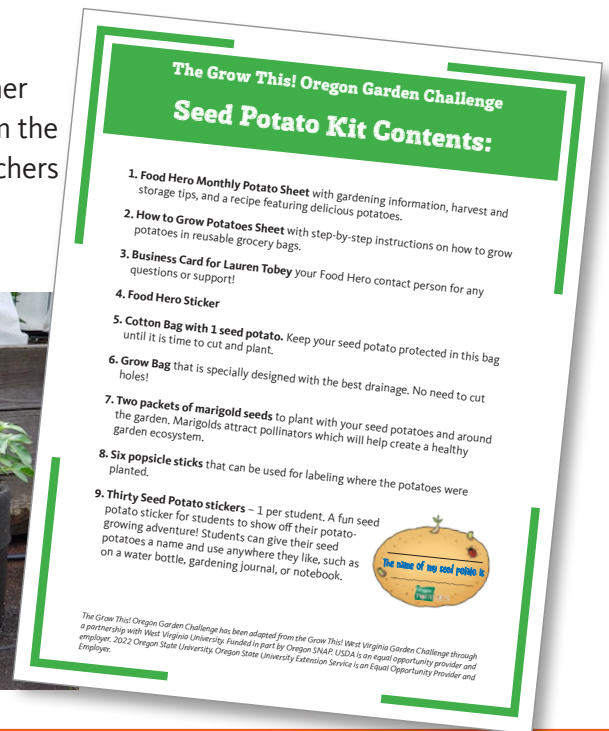
Grow This! Classroom Seed-Starting Kits – Optional Add-On Components

Potato Grow Kits

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

Quick Facts:

- 114 teachers received a seed-potato grow bag in May (a good time to plant seed potatoes throughout Oregon) after they received their initial seed-starting classroom kit.
- 74 schools were represented covering 24 of 36 Oregon counties.
- >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 their willingness to taste vegetables and fruits; and 3) to teach them ways to help bees make healthy foods. Each *Grow This!* classroom seed-starting kit included two sample books (2,400 books distributed to 591 teachers). While supplies lasted, after previewing the sample books, teachers could opt into receiving a classroom set of books. In addition to being used with the classroom seed-starting kits, the books could be enhanced with the Explore Oregon Bees Virtual Toolkit available online in English and Spanish: <https://www.foodhero.org/bees>.

Quick Facts:

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

This institution is an equal opportunity provider and employer. This material was funded in part by USDA's Supplemental Nutrition Assistance Program.