



Grow
Learn
Eat
Give

Yellow Tractor Program Press Kit

Grow Learn Eat Give

2010

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Yellow Tractor Program (YTP) is a non-profit organization dedicated to **creating and facilitating the use of vegetable gardens** for school-age children. By partnering with various volunteer organizations, YTP **connects workforces with garden projects**. We align, connect, and can provide the gardening **organization, supplies, and resources** needed for volunteers and communities who want to establish or maintain a garden project. We provide **garden-related curriculum meeting national standards** in Math, Science, History, Art, Social Studies, Language Arts, and Health and Nutrition. The Yellow Tractor Program **advocates for sustainable growth** by clearing a path for **food security**, building **opportunities for healthier life skills**, and providing a **safe place for children to grow not only food, but themselves**.

The inspiration behind the Yellow Tractor Program comes from the **desire to help children eat healthier**, thinking about what is good for their bodies, and providing the opportunity to **make healthy choices** for themselves. This creates the essential fuel needed for a **food-secure and nutrition-rich community**. The growing garden movement recognizes the importance of promoting a **connection to the earth**, to our food, and to preserving outdoor space for students. **Raising eco- and agriculturally-literate children**, who understand the connections growing gardens can make, is the focus of the Yellow Tractor Program. Implementing the Yellow Tractor Program program helps to encourage **healthy eating** at home and at school; **a significant strategy for health organizations and school wellness programs**. We call this the "Circle of Health." Yellow Tractor Program provides a platform for additional learning: science, math, the values of **respect, responsibility and cooperation**, and the sense of accomplishment that can be gained individually and as a group.

What can gardens inspire for children, teachers, and parents? When there is a garden in your midst, you may find children like to eat something they helped grow. You may find students and teachers use their imaginations to create recipes, or find ways to give back to the community. You may find students and teachers contemplating the routines of bees, or the ways of water. You may find science and art are indeed connected and that music resides in the sound of the wind through the leaves. There are so many ways that the garden can teach. We want to show you how.....



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Yellow Tractor Program Overview

As a participant of the Yellow Tractor Program you will receive a monthly newsletter with valuable information about gardening, a monthly to-do list to stay on top of your garden and maintenance, a Garden Start Kit with seven activities to build your raised bed or in-ground garden, and the Garden Grow Manual, a real resource for all your gardening needs and questions, produced in conjunction with the Chicago Botanic Garden. Additionally, YTP participants can access our significant discounts through participating garden suppliers. Curriculum meeting national requirements for math, science, language arts, history, social studies, art, and health and nutrition can be accessed for an additional fee, as well as garden assessments, and management.

***Grow* Starting with a Garden**

The Yellow Tractor Program can assist in garden build out through training seminars and/or on-site help. Optimally, our goal is to partner with each program to ensure the highest success of harvest and learning, by training the trainer. We encourage the use of raised-bed gardens (highest crop yield and minimized issues with toxic soil), but we can help with any type of garden, including hoop houses, for virtually year-round gardening. Promoting partnership and participation for all ages from preschool to retirement, will build community involvement and help guarantee success.

***Learn* Growing it Forward**

Yellow Tractor Program promotes successful gardening by acting as a resource, through curriculum, monthly newsletters, FAQ, and to-do lists (web-based). We also will provide printed material and manuals for all those involved to reference and learn. A key to a thriving garden is continuity. There are many organizations and groups that welcome the opportunity to work and partner on the care and maintenance of the garden. These might include contacting a local group serving children with special needs, camps, senior centers, church groups and even neighborhood families. YTP can help you locate these resources and brings together these unique groups with seminar participation. We can also consult on Assessment Measurements, for specific data collection.

***Eat* Health and Nutrition**

Our hope is to not only provide a learning environment, but a nourishing environment as well. Children succeed in eating healthier food when they have grown it themselves. Harvesting gardens can generate food for both children and their families. Raised bed gardens allow for quick and easy set-up, easy access for the elderly or physically-challenged, and increased food production. Eight raised vegetable beds (6 feet by 4 feet) can generate over 2400 servings of fruit and vegetables/growing season. A 16 x 20 foot in-ground garden, can generate over 300 pounds of vegetables the first year. This harvest crop usually doubles the second year. In areas, where indoor gardening is the only option, lettuce, sprouts, tomatoes and peppers can be grown in sunny window sills.

***Give* Healthy and Sustainable food**

Back to the community, your neighbors, your families, your cafeteria, your food bank and build healthy bodies and healthy minds.



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Yellow Tractor Program Harvest Numbers on Fruit and Vegetable Gardens
These are very conservative and could actually easily double.

8 raised beds (6 x 4)	75 pounds/bed
5 Fruit trees	
10 fruit bushes	25 pounds combined to start
Total per season/bed	100 pounds of fruit and veggies/season (early)
Total per garden	800 pounds/growing season
4-6 servings /pound	3200 servings/season

For 60 Children

4 weeks of Harvest/Take Home Food	800 servings/week
Divided by 60 children	13 servings/week/child
Daily servings/child/5-6 days/week	2-3 daily servings of fruits and veggies

For 30 Children

4 weeks of Harvest/Take Home Food	800 servings/week
Divided by 30 Children	26 servings/week
Daily serving/child/5-6 days/week	4-6 daily servings of fruits and veggies

Considerations:

First season usually harvests almost half of capability. Second and third season numbers usually double. Pounds of harvest are dependent upon what is planted. With lettuces these numbers double. Fruit and bush quantities are conservative until year 3.



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Yellow Tractor Program 2010 National Campaign

please participate by going directly to our website

www.yellowtractorprogram.org

Our publishing/educational work has been nationally-endorsed and critically acclaimed by the Florida Surgeon General, Maria Shriver, NPR, Martha Stewart Living, Time Magazine for Kids, the 2009 Illinois Congress, and Alice Waters.

The Yellow Tractor Program advocates for sustainable growth by clearing a path for food security, building opportunities for healthier life skills, and providing a safe place for children to grow not only food, but themselves.

The Yellow Tractor Program 2010 National Campaign would like to tie into a small, medium, and large format, appealing to a wide-reaching audience, and encouraging participation for three years, of which we will be gathering data. This initial data will be directly tied to garden harvest, output, and sending children home with more fruit and vegetable servings.

Small Template

- *Distribution and Participation* can be encouraged on a local, municipal, or state-based level.
- *Participant Motivation* addresses the need to eat a healthier diet of fresh, organic fruits and vegetables, to educate oneself and family on the importance of giving back, and striving for a healthier lifestyle.
- *Target Market* would be families or individuals. The small template involves a 4 x 4 raised bed, which can be built virtually anywhere.
- *Return on Investment* with this audience involves creating an awareness of better nutrition, participation in the green movement, and encouraging family activity/time together.
- *Cost* \$350.

Medium Template

- *Distribution and Participation* can be encouraged with a local, or community-based organization.
- *Participant Motivation* influenced by the desire to improve nutritional/educational needs of children by increasing children's dietary intake of fresh organic fruits and vegetables. Motivation is also impacted by the need to give back to community when combatting these childhood issues of health, nutrition, and obesity in a novel and fun way.
- *Target Market* boy and girl scout troops, faith-based organizations, and other interested child-based groups. Schools and afterschool programs may dovetail their state-mandated educational needs, (i.e. No Child Left Indoors, Child Nutrition Act, etc.) through the Yellow Tractor Program.
- *Return on Investment* is 5-6 servings per week of vegetables going home with 60 children during harvest season.
- *Cost* approximately \$5200.

Large Template

- *Distribution and Participation* can be encouraged on a local and municipal level by partnering with government agencies or community NGO's.
- *Participant Motivation* desire to provide fresh organic fruit and vegetables to food banks, community outreach organization, and families.
- *Target Market* food banks, soup kitchens, hospitals, communities, municipalities, and families.
- *Return on Investment* feeding 150+ children, 5-6 servings per week of fruits and vegetables during harvest season.
- *Cost* approximately \$7500

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NEWS FOR IMMEDIATE RELEASE:

**Yellow Tractor Program partners with ABC Family Star,
Erica Hubbard, as official spokesperson.**

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Photo by Guy Viau, courtesy of Erica Hubbard

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BUILD A VEGETABLE GARDEN AND FEED A COMMUNITY

Yellow Tractor Program (YTP) partners with ABC Family star, Erica Hubbard, as official spokesperson for promoting better nutrition and health by building vegetable and fruit gardens. Grow, Learn, Eat, Give.

Wilmette, Illinois, February 5, 2010 - The Yellow Tractor Program (YTP), a non-profit, 501c3-filing organization promoting better nutrition and health by building vegetable and fruit gardens, announces today that Erica Hubbard, star of ABC Family's Lincoln Heights, will serve as their official spokesperson. The partnership will promote Yellow Tractor's goal to build 100 vegetable and fruit gardens with students and communities this year across the country. Hubbard is especially excited to help in addressing the issue of "food deserts," where access to fresh produce is scarce. She will support the program's social media efforts and participate in gardening efforts locally. "Gardening is a great way to get outdoors, work with others, and teach kids healthier eating habits. Yellow Tractor Program recognizes how this directly connects to learning, access to better food and nutrition, and healthier children. I'm excited to be a part of inspiring kids this way," says Hubbard. The Yellow Tractor Program advocates for sustainable growth by clearing a path for food security, building opportunities for healthier life skills, and providing a safe place for children to grow not only food, but themselves.

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About Erica Hubbard:

Erica is appearing on the critically-acclaimed ABC Family series, **Lincoln Heights**, as Cassie Sutton. Ms. Hubbard has performed in feature films, distributed by Paramount, 20th Century Fox and Warner Bros. She has starred in television shows on CBS, NBC, MTV and FOX. In addition, she has graced the pages of many popular magazines, including: Seventeen, Ebony and YM as the Noxzema Girl. Erica's extensive resume includes credits such as: *Save The Last Dance*, *A Cinderella Story*, *Light It Up*, *Sisterhood of the Traveling Pants* and *Akeelah and the Bee* for Lions Gate Films portraying Kiana (Akeelah's older sister). Erica also has lent her voice to the Disney animation series *The Replacements*.

Please visit her website at www.ericahubbard.com

About Yellow Tractor Program:

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Please visit our website to find out how you can participate, donate, or volunteer in a garden.

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