

GROW IT LOCAL

FOR THE KIND AND RANDOM HACKERS

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1. BACKGROUND

Grow it Local launched in 2012 as pilot project for Waverley Council to celebrate and encourage backyard, balcony, community and windowsill farmers.

Growers were asked to register their gardens on a map, share their tips and tricks on the Facebook community page drop their produce at the Bondi Farmer's Market.

This qualified them for the hottest tickets in town - Golden Tickets to the Local Growers' Supper at Three Blue Ducks. A menu comprised of food grown almost entirely by Local Growers.

In 2013, Grow It Local developed and applied the concept of Crowd farming to **TEDxSydney**. In collaboration with ARIA catering and with the support of the TEDxSydney audience and ten 'heavy weight' producers, five meals were delivered to 2,500 people on the day.

At the same time as TEDxSydney, the City of Sydney provided Grow It Local with communications support and ran an outdoor advertising and awareness campaign and asked City of Sydney residents to put their patch on the map to get an idea of how much of the city is under cultivation.



WHAT HAVE WE DONE?



THE FIRST GROW IT LOCAL AT THE THREE BLUCK DUCKS



WE USED THE INTERNET TO GET PEOPLE OFF THE INTERNET

www.growitlocal.com.au

Greenups | Google G Home | Creative San cPanel X www.boxingworks.co Infant CPR Post to Quora Pin It » Other Bookmarks

GROW IT LOCAL
YOUR LOCAL GROW COMMUNITY

① GROW
Register your backyard, balcony, community or windowsill garden

② SHARE
Share photos of your garden for your chance to trade a bag of your produce for a ticket to the Local Growers' Supper

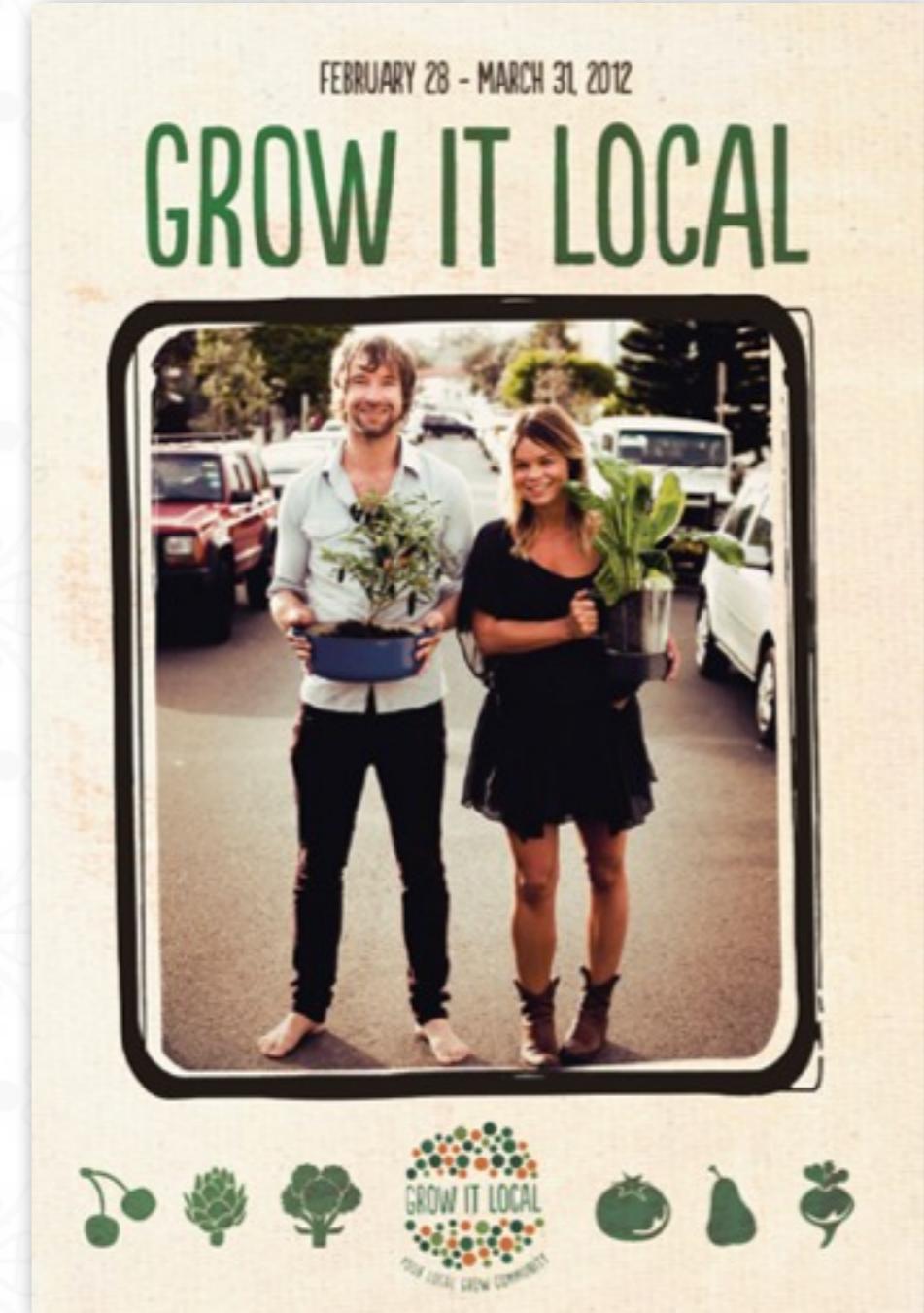
ADD PATCH

GROW IT LOCAL IS A PROJECT THAT CELEBRATES BACKYARD, BALCONY, COMMUNITY AND WINDOWSILL FOOD FARMING

AND PRODUCED SOME ONLINE AND OFFLINE BITS N' PIECES TO DO IT.



A screenshot of a Facebook group page for 'Grow It Local'. The cover photo shows a group of seven people sitting outdoors with plants, with the text 'GROW IT LOCAL GROW. SHARE. EAT.' overlaid. Below the cover is a smaller image of the same group. The page title 'Grow It Local' is at the top, followed by '794 likes - 82 talking about this'. A sidebar on the right says 'REGISTER YOUR PATCH AT GROWITLOCAL.COM TO BE INVITED TO THE LOCAL GROWERS' SUPPER ON APRIL 1ST'. At the bottom are tabs for 'About', 'Photos', 'Likes' (showing 794), and 'Events'.



The Grow It Local postcard, Poster, Facebook Group and website.

WE ALSO DID A BUNCH OF FACE-TO-FACE OUTREACH AND TEAMED UP WITH SOME NOTABLE LOCALS.



WHO WAS INVOLVED?

Waverley Council

Costa Georgiadis

The Three Blue Ducks

Bondi Farmers

Market

The Beach Road

Hotel

Local businesses

(cafes, bakeries,

gardening stores,

butchers, florists etc.)



PARTICIPATION



331 gardens were REGISTERED.

There were 1030 GROWERS in total AGED
between 8-80 years



85% of growers said they got involved
because it sounded like **FUN**



40% of our growing community shared their
gardening pics on **SOCIAL MEDIA**





75% of participants said they got involved
to **CONNECT** with other local growers

The Grow It Local community grew their produce on balconies, in backyards, community and in **APARTMENT GARDENS**



and even businesses 'grew It local' and registered their
on their **ROOFTOP** garden patches.



THE HARVEST

CHOCOLATE
FOODIE



On average, each person contributed one bag or
approximately **1.5KG OF PRODUCE** to share at the Local
Growers' Supper



In 2012 **5070SQM** of land was under cultivation by Grow It Local participants.

Approximately 200 people attended
the LOCAL GROWERS' SUPPER



THEN THERE WAS TEDXSYDNEY



The Video tells the story best





While all this was happening, we activated an awareness and business engagement campaign in the City of Sydney

The **RESULT** of all this activity was:

619 additional gardens registered

2768 likes on FB

360 #growitlocal tags on Instagram

10,000 unique views to the Grow It Local website

And a manure load of media - TV, radio, magazines, news - the works.



WHAT WE LEARNED



PARTICIPANTS AT THE DINNER SAID...

“It’s really important to raise the profile of growing veggies as a fun cool thing to do for health and social reasons”

“I love that it’s about real people, real food and real life”

“I met some really inspiring and unique people at the dinner”

“Grow it local really shows us the importance of community”

“I love the concept of encouraging people to grow and eat locally”

TEDX SYDNEY PARTICIPANTS SAID...

"The (TEDxSydney) highlight for me was the catering. I am incredibly passionate about food and constantly disappointed with what Australia considers acceptable catering at major events. You have demonstrated that we do not have to accept mediocrity. There is an alternative model and I am ready to join the ranks to see this become the rule rather than the exception."



WHAT WE KNOW...



Survey Results:

36% of our community are aged 26-35

79% of survey respondents were female

Most of our community are either very new to gardening or very experienced

Above saving money, the environment or health, respondents said they grow because its fun

The majority of respondents have gardens up to 3m squared

25% of people said they'd found out about Grow It Local via social media

Most people participate to learn new things, spread awareness of growing food and connect with like-minded people

72% of respondents would like to meet or connect with new people through Grow It Local

56% of respondents use social media frequently

Most people would be keen to participate in workshops, food swaps

Most people think that GIL would be most useful for providing regular growing tips



Some feedback we've had on the technology front:

The website is clunky and needs a better interactive map

Enable people to self-organise dinner parties, meet other growers etc.

Organise rooftop gardens or planting in strange places

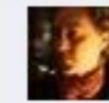
Make the site smart phone friendly

People want tips

Ideas about a “Fantasy Food App”:



Elle Dunn Fantasy app would include info on planting, depth, distance apart for seeds, soil preference, fertiliser info, companion plants, specific to region info re when to plant, how much sun(coz full sun rarely means full sun) pests and disease that attack this plant and remedies. Would be great to be able to build your garden map and add progress to your map as Just because the plant is supposed to mature in so many weeks doesn't mean yours does. A data base on different types of gardening fertilisers, bugs and manures the pros and cons of them and when to use them. Info on all the garden including trees and lawn



Jamie Madden "Lowest hanging fruit" would have a user submitted database of all editable plants in the city/world that are "open eating" and be smart like can tell you when they have fruit, so I can search for the closest rosemary for my lamb or apples for my scavenged cider - "Road Cider" ;) copyright Jm



Key Google Analytics

Really high bounce rate - most likely due to it being a one-pager for so long

Best referral of traffic from Facebook and TEDxSydney

Overwhelmingly Australian traffic but some interest from overseas



9,731 people visited this site



		14,912	1.62	00:02:10	65.32%	72.36%
		% of Total: 100.00% (14,912)	Site Avg: 1.62 (0.00%)	Site Avg: 00:02:10 (0.00%)	Site Avg: 65.25% (0.10%)	Site Avg: 72.36% (0.00%)
<input type="checkbox"/>	1. (direct) / (none)	6,210	1.75	00:02:27	66.01%	73.66%
<input type="checkbox"/>	2. google / organic	3,568	1.60	00:02:19	55.83%	66.56%
<input type="checkbox"/>	3. facebook.com / referral	1,511	1.37	00:01:21	70.48%	78.69%
<input type="checkbox"/>	4. tedxsydney.com / referral	411	1.59	00:02:39	53.77%	67.40%
<input type="checkbox"/>	5. m.facebook.com / referral	396	1.27	00:00:39	91.92%	83.08%
<input type="checkbox"/>	6. whatson.cityofsydney.nsw.gov.au / referral	264	1.44	00:01:32	75.38%	75.76%
<input type="checkbox"/>	7. t.co / referral	239	1.33	00:01:18	75.31%	80.33%
<input type="checkbox"/>	8. peppermintmag.com / referral	193	1.37	00:01:12	90.16%	74.61%
<input type="checkbox"/>	9. greenvillages.com.au / referral	188	1.95	00:02:56	73.94%	55.85%
<input type="checkbox"/>	10. broadsheet.com.au / referral	139	1.21	00:00:46	75.54%	83.45%

Country / Territory	Visits	↓
	14,912	
	% of Total: 100.00% (14,912)	
1. Australia	13,645	
2. United States	375	
3. China	191	
4. United Kingdom	100	
5. New Zealand	63	
6. Germany	39	
7. Hong Kong	29	
8. (not set)	28	
9. Canada	26	
10. Japan	26	



**WE ALSO KNOW THAT GROW IT LOCAL IS PART OF SOMETHING
MUCH BIGGER...**

Inspiration - what else is out there?



THE PATH SO FAR

70's - 90's	90's to early 2000	Mid 2000 to now	The future
Reactive health	Proactive health	Holistic Approach	Food takes centre stage
Avoid obvious negatives <ul style="list-style-type: none"> • Low calorie, • No Artificial flavours, colours and preservatives 	Addition of basic nutrition <ul style="list-style-type: none"> • whole grains • soy protein • Omega's 3 • Vitamins and supplements 	Farm to table Ethos <ul style="list-style-type: none"> • Natural and organic • Fewer chemicals • Short list of ingredients 	Purity and progression <ul style="list-style-type: none"> • Unique ingredients • Sustainable practices • Food as medicine



“There are 34 applications with Waverley Council for footpath and verge gardens.’ Nicole Hasham, SMH



The collaborative consumption model is being applied to food in a big way..

To buy local food.

The screenshot shows the homepage of the Wholeshare website. At the top, there are three buttons: "Start a Group", "How Does it Work?", and "Contact Us". On the right side, there is a "Forgot password" link. The main headline reads "Save money on good food by buying as a group". Below the headline is a diagram illustrating the Wholeshare model:

- 1** Wholeshare makes it easy to buy food as part of a group. This step shows a group of people standing together on a grassy hill.
- 2** Buying as a group gives you more purchasing power and allows you to buy directly from food producers. This step shows green arrows pointing from the group up the hill towards a farm with a red barn and a cow.
- 3** Your food is delivered directly from the source, so it's fresher and more affordable. This step shows a delivery truck on a road leading back down the hill to the farm.

On the right side of the page, there is a section titled "Start your own Group!" with the subtext "Bring thousands of local and sustainable products to your community." It features a video player showing a field with a tractor, an "Email" input field, a "Name" input field, a "Zip code" input field, a "Group name" input field, and a large orange "Create Group" button. A small note at the bottom states: "By clicking 'Create Group' you agree to the Terms and Conditions and Privacy Policy".



LOCAL HARVEST

Finding good food close to you...

Find **Learn** **Stories** **Take the Challenge**

? Why is local important? **Filters** **Map View** **List View** **Add a Listing**

Postcode: 2015 **within 20km** **Keywords:** e.g. bees, tomatoes **Update**

To find sustainable businesses, produce and gardens





> HOME > GROW LOCAL > BUY LOCAL > THINK LOCAL > CALENDAR > ABOUT US > DIRECTORY > CONTACT



GROW LOCAL

Grow your own or
join a community
garden



BUY LOCAL

Find fresh local
produce, products
and services



THINK LOCAL

Events, workshops and
community programmes

search... ▶

NEWSLETTER SUBSCRIPTION

QC Connection
 Grow Local
Email Address _____
First Name _____
Last Name _____
Subscribe

LATEST EVENTS

Mon Nov 12
National Recycling Week 2012
Wed Nov 14 @10:00 - 12:00PM
Pest Control for your Organic Vegetable
Garden - Bardon
Sat Nov 17 @09:30 - 12:00PM
Composting and Worm Farms - Yandina
Sat Nov 17 @10:30 - 01:00PM
Exotic and Unusual Vegetables to Grow at
Home - Fairfield
Sun Nov 18 @06:00 - 10:30AM
Northey St Organic Markets

National Water Week: Save water by eating more vegetables

Last Updated on Tuesday, 23 October 2012 00:51 Written by Grow Local Monday, 22 October 2012 23:24

AUSVEG, the national peak industry body representing vegetable growers, is encouraging Australians to celebrate National Water Week this week by eating more fresh vegetables.

A 2010 study by Netherlands academics Mesfin Mekkonen and Arjen Hoekstra of the University of Twente took global averages of the amount of water required to produce a kilogram of different types of food, with vegetables significantly outperforming other agricultural products.



"When it comes to the food groups, vegetables win hands down for water efficiency," said AUSVEG Environment spokesperson Mr Jordan Brooke-Barnett.

"The study found that while vegetables only required 322 litres of water on average to produce a kilogram of food, animal products were much more water-intensive, with 3265 litres required to produce a kilogram of eggs and 5553 litres to produce that same kilogram in butter," said Mr Brooke-Barnett.

And to keep updated with food-related and growing news.



And there are already a bunch of great
gardening apps and programs out there
(that we don't want to replicate) like...





FOOD ORBIT

LOCAL FOOD ★ LOCAL PEOPLE

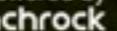
Local produce for local restaurants

FoodOrbit is bringing real food to food lovers by enabling chefs and restauranteurs to connect and trade directly with local farmers and producers.

Join our advance beta community here

e-mail address

GO

powered by


Pro:

Connects producers to restaurants
Cuts out the 'middle man'

Cons:

Not product yet
Haven't seen it work
Don't think they've worked out the logistics





Finding good food close to you...



WATCH our food
food animation >



Find



Learn



Stories



Take the Challenge

? Why is local important?

Filters

Map View

List View

Add a Listing

Postcode: 2015

within 20km

Keywords: e.g. bees, tomatoes

Update



Pro:

Lots of great info

Nice UX

Food and business and gardens

Cons:

Only desktop

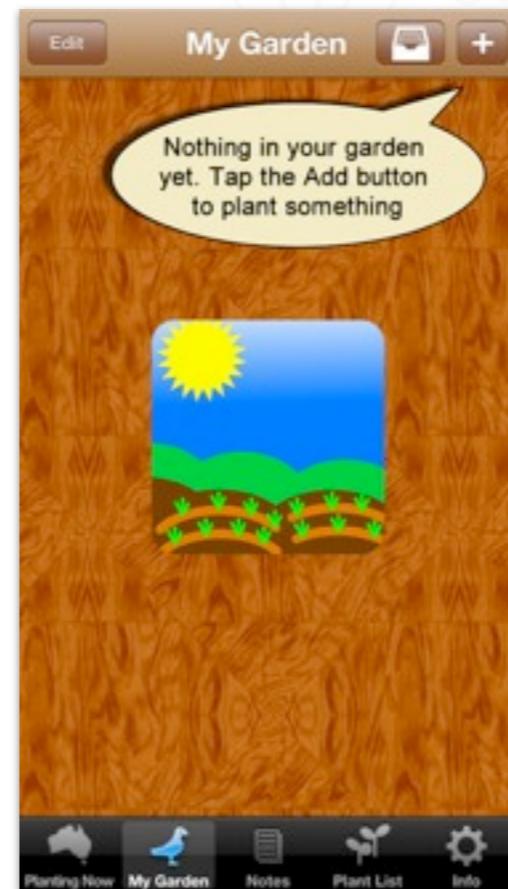
Melbourne-centric

No interaction

No way to see or measure 'In Real Life' activity



GROW IT LOCAL
YOUR LOCAL GROW COMMUNITY



Vegie Patch App (ABC):

Pro:

Really nice UX

Free

For iphone

Con:

No interactivity

limited personalisation

Nothing to do with food

Gardenate:

For iphone, costs \$1.99

Great detail and good data

Easy to use

Con:

Again nothing about food

Good UX

No personalisation



INSIGHTS

There are now more than **60 community gardens** in New South Wales ~ CommunityGarden.org

There are **46 restaurants/cafes** listed as serving organic food in Sydney

The kitchen-gardening trend is unlikely to go away, **millions of people** in the US were reached as part of the campaign to have the White House grow their own food.

A **2010 Global Garden Report** (based on 1.5 million bloggers) found urban and kitchen gardening as a top trend



HOWEVER...

Despite there being a proliferation of websites and restaurants about kitchen-gardening, activating people to give urban farming isn't always easy, and the traffic to these websites is relatively low, in all cases less than 100,000 unique hits.

Key Insight: Any online tool needs a real-world application, ideally one that enables people to share knowledge in a practical sense and build communities face-to-face, ideally over a meal.



SO THE PROBLEM...

How do we use technology to:

1. Enable real relationships between local growers
2. Connect growing with local eating
3. Enable small businesses to connect with their customers and potentially accept produce

GO!

