

Digging Deeper:

A Dirt to Table Recipe Adventure

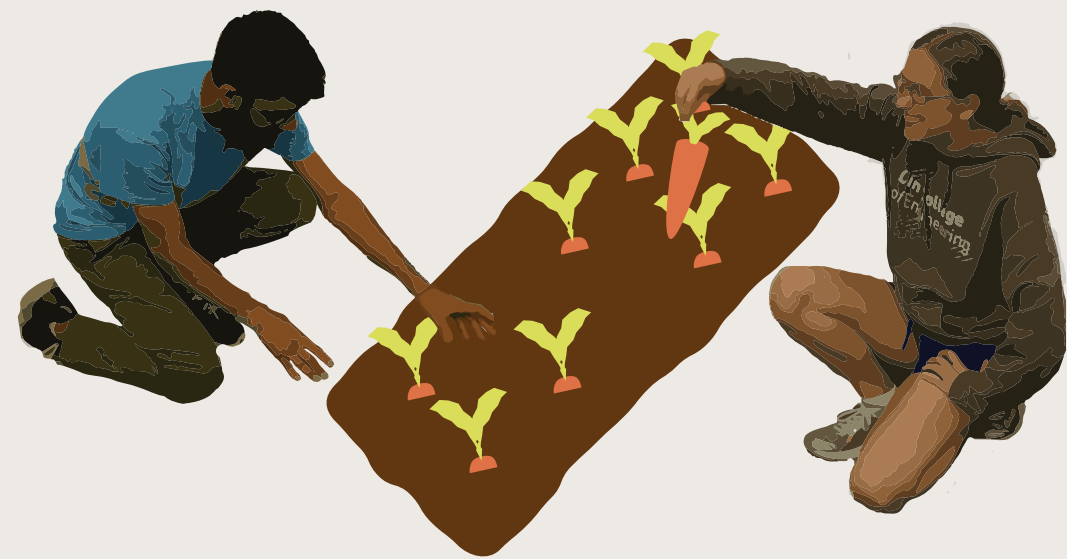
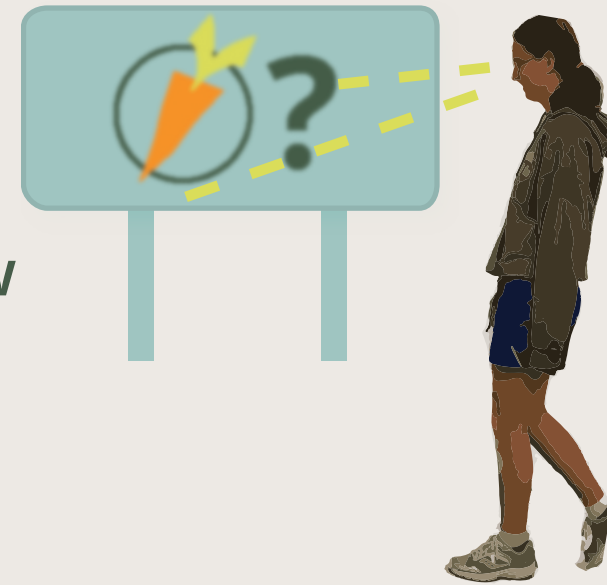
An event to increase farmers' ability to meaningfully engage with a wide variety of new and existing consumers that gives community members the experience and tools to learn more about their food, the farm, and the local economy.



CONSUMERS

Large scale advertising directed at children and urban areas

Free event for all participants → Shows people how accessible local food can be

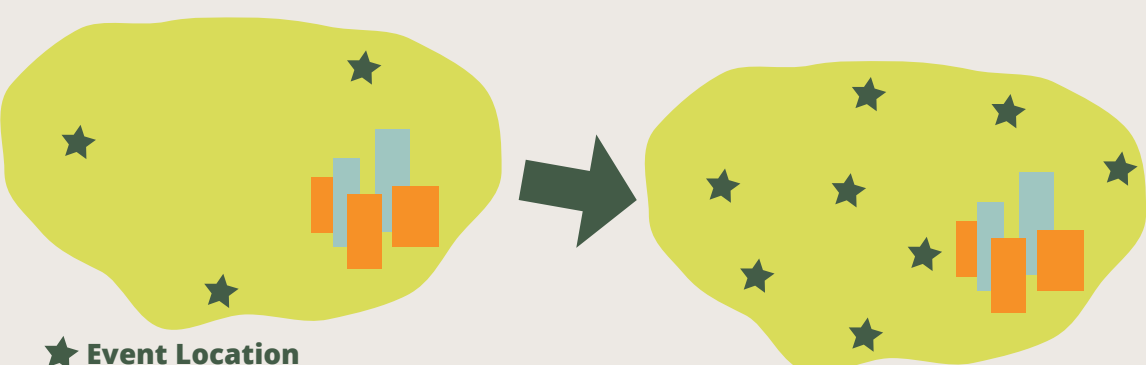


Farmers are there along the way to teach best practices for harvest and share stories about the farm

Participants get to find and pick the food themselves through a challenging but fun activity that encourages deeper learning

"High quality food is so much easier to make than I expected, and it tastes so good!" - Urban Community Member

Participants learn new ways to cook healthy meals with their families that are easy and fast



More event locations allow a wider range of people access to the program

"I am so excited that Digging Deeper has come to a farm closer to my house!" - Consumer

MAJOR GOALS

MOTIVATION

Motivating people who don't normally come to farms through targeted advertising and experience design.



EXPERIENCE

Teaching community members about the value of high quality food and the labor behind it through hands-on farming and educational interactions.



TAKEAWAYS

Building awareness and respect from the local community and encouraging further interactions and deeper thinking about good food.



SCALING

Adaptable and general enough to so that each unique community farm can easily host the base event at their locations.

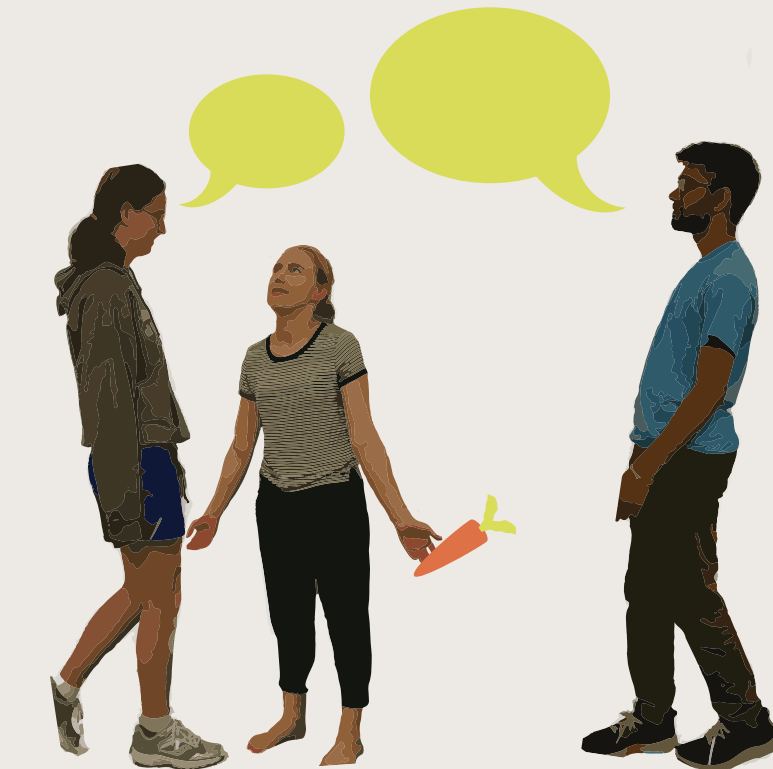
FARMERS

Addresses question: **How do we get people to the farm in the first place?**

Farmers get to share their passion with new people



Casual environment helps create open dialogue with community members



Farmers get to share their wide range of knowledge with hungry ears

By hosting a Digging Deeper event, farmers can spread awareness of their career and its importance

SOCIAL CHANGE towards greater respect for farmers



Increased visibility leads to increased profits for farms \$\$\$\$

Digging Deeper is easy to box up and share with new farms



Scaffolding for the event is provided- all the farmers have to do is change recipes