

# AmpleHarvest.org<sup>(SM)</sup>

*"Sharing your garden bounty with Neighbors in Need"*

Dear Food Pantry Manager:

While one in six people in America are food insecure, millions of home gardeners grow far more produce than they can possibly use.

Since May 2009, the AmpleHarvest.org<sup>(sm)</sup> campaign, enabling America's home gardeners find, and then share their garden bounty with local food pantries, has been rolling out nationwide. **Its goal is to diminish hunger in America by supporting the donation the excess backyard garden produce that otherwise might have been left to rot in the garden.** Instead, freshly picked produce is made available to your pantry for your clients within hours of harvesting.

AmpleHarvest.org has received support from many groups including

- USDA
- Google Inc.
- National Gardening Association
- United Way
- VFW
- Rotary International
- Numerous faith groups
- Garden Writers of America
- Food/Hunger bloggers
- Many food banks overseeing the pantries.

AmpleHarvest.org ([www.AmpleHarvest.org](http://www.AmpleHarvest.org)) is a first of its kind web site... not just providing the community a list of area food pantries - it also offers driving instructions from the donors home to the pantry, allows the pantry to post a photograph of their building to make it easier to find and enables the food pantry to inform the public EXACTLY what store bought items they do or do not want (for those donors who are not gardeners).

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The AmpleHarvest.org campaign is free... there are no costs to the pantry nor to the gardener making the donation. Numerous media outlets, "food" bloggers and others have written very enthusiastically ([www.AmpleHarvest.org/feedback.php](http://www.AmpleHarvest.org/feedback.php)) about the AmpleHarvest.org campaign. We think you will be impressed too.

You are encouraged to register your food pantry ([www.AmpleHarvest.org](http://www.AmpleHarvest.org)) – it is quick and easy, and will provide immediate visibility to your local community that it has never had before. More than 2,000 food pantries across America are already registered ([www.AmpleHarvest.org/all-pantry.php](http://www.AmpleHarvest.org/all-pantry.php)), and more are signing up every day.

Once your pantry has registered at AmpleHarvest.org, a boilerplate press release announcing your participation is available on the site for your use.

Please share this information with other food pantries/agencies in your area. Every time a food pantry registers on the site, it helps to diminish hunger in America.

Lastly, please visit [www.AmpleHarvest.org/InformingTheGardener.php](http://www.AmpleHarvest.org/InformingTheGardener.php) and distribute its flier to garden shops, the lawn and garden section of your local Lowes/Sears/Wal-Mart/Home Depot, etc., supermarket and library bulletin boards and other community venues. We want as many backyard gardeners as possible to learn about the AmpleHarvest.org campaign.

Although the economy is bad, AmpleHarvest.org helps people support their local food pantry by enabling them to reach into their backyard instead of their back pocket.

Take Care,

Gary Oppenheimer

AmpleHarvest.org Founder

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also on Twitter & Facebook



## Backyard Gardeners vs Hunger in America

No one needs to tell you, the people who operate food pantries, how difficult it is to meet the needs of your community today.

While you rely on regional food banks, government programs, local food stores and community generosity to help you keep your shelves stocked, in most cases, your clients rarely if ever find fresh produce available.

This is the challenge food pantries and their clients face nationwide.

America's backyard gardeners often face a wholly different challenge.

For many, it can feel like forever while they wait for their garden to start producing tomatoes, cucumbers, carrots, squash, etc. But once they start harvesting their crops, it comes with a vengeance.

The typical backyard gardener will consume as much of their harvest as possible, share some with their friends and neighbors, can, preserve or pickle some, and yet have more to harvest.

Despite the fact that an estimated 49 million Americans (18% of the population) are hungry and rely on local food pantries, many gardeners end up leaving a significant portion of their crop unharvested in their garden.

These gardeners would be happy to share some of their harvest with a nearby food pantry but usually don't because the neighborhood pantries are often hard to find - many not having a web site or even a phone number.

It does not have to be this way.

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To address this problem, the AmpleHarvest.org<sup>(SM)</sup> Campaign was established in 2009 with the goal of enabling Americas backyard gardeners to quickly find local food pantries in need of fresh produce.

AmpleHarvest.org a grass roots non-profit campaign and is **absolutely free** - there are no costs to your pantry nor the gardener.

Registering your pantry is quick and simple. Just visit [www.AmpleHarvest.org](http://www.AmpleHarvest.org) and click on the *Register A Food Pantry* button to enter the information about your pantry - name, address, hours, an optional photograph, as well as additional information you might want to include (such as a listing of store bought items your pantry urgently needs). Your pantry does **not** need to have Internet access to benefit from AmpleHarvest.org.

Once registered, backyard gardeners (using the Internet or our free iPhone app) wishing to donate fresh produce (or store bought items!) will be able to quickly find your pantry, contact information and the days and hours donations will be accepted. It also displays a map and optional driving instructions.

Your pantry does not need refrigerated storage to receive locally grown produce. Simply list the day[s] of the week and hours gardeners should deliver their crops and invite your clients come later that same day or the next day to get their garden fresh produce.

Having as many food pantries as possible registered on AmpleHarvest.org will help diminish hunger in America. You can help us help you by sharing this brochure with other nearby pantries/agencies, or encouraging them to visit [www.AmpleHarvest.org](http://www.AmpleHarvest.org).

An estimated 100 billion pounds of food - enough to totally eliminate hunger in this country, is thrown away annually.

It does not have to be this way.