

From: Hoffman, William
Sent: Thursday, March 17, 2011 1:48 PM
To: allemgcoordinators@lists.extension.org
Subject: Help spread the word regarding www.ampleharvest.org

Greetings master gardener coordinators,

I've written about AmpleHarvest.org in the past, but I think it is worth resending the message. I would ask that you share this message with your master (and other!) gardeners if you think it appropriate.

As you know, Michelle Obama's Lets Move effort calls for Americans both to eat a healthy diet and to exercise more. For many food bank/food pantry clients (approximately 1 out of every 6 Americans), access to fresh produce is often limited or completely unavailable. AmpleHarvest.org is the ideal solution to get these pantries access to garden produce, previously left composted or left to rot in gardens.

AmpleHarvest.org is a nationwide anti-hunger effort created by Master Gardener (also CNN Hero) Gary Oppenheimer, which enables millions of Americans who grow food in home gardens to find a local food pantry eager for their garden excess.

Nearly 3,200 food pantries across all 50 states are already signed up with more signing up daily. While USDA knows the location of every food **bank** in the US, AmpleHarvest.org represents the most extensive list of food pantries in captivity.

Please let the gardeners in your state know that they can help more fresh produce get to more people in the community by

1. Being generous with their own harvest. What they grow is their food first and foremost and they should enjoy it, preserve it and share it with friends and neighbors. However, any additional garden bounty should be donated to a local food pantry easily found at www.AmpleHarvest.org.
2. Making sure their neighborhood food pantry is registered. If they know of a food pantry in their community that is not yet listed on AmpleHarvest.org, they should visit www.AmpleHarvest.org/addpantries to help the pantry register.
3. Making sure other gardeners know that they too can donate. Gardeners can take the flier at www.AmpleHarvest.org/gardenshop to local nurseries and garden shops to be posted where other customers can see it.
4. Mentioning AmpleHarvest.org on their blogs, Facebook pages etc.

Many of you are familiar with Pant A Row (PAR) and some of you have worked with them in the past. It is a wonderful program and AmpleHarvest.org has several features that complement it. These include:

1. Available ***anywhere*** in the country (www.AmpleHarvest.org/map) that a local food pantries register;
2. Is easily accessed by gardeners any time of the year – even those who did not plant an extra row but are now faced with an excessive harvest;

3. Is accessible online or even from a garden via a free iPhone app (AmpleHarvest.org/iphone); and
4. Is promoted with a \$10K/month grant for advertising on Google to help reach the maximum number of gardeners.

If your gardeners already know about PAR, utilization of www.AmpleHarvest.org would be a great “one-two punch” against hunger.

Finally, please let your gardeners know that AmpleHarvest.org publishes photos of gardeners (along with their donation) making produce donations to food pantries. All they need to do is send a photo to info@AmpleHarvest.org of them delivering their harvest. AmpleHarvest.org finds that pictures like these help encourage other gardeners to also donate from their garden.

Please do what you can to help spread the word,

Bill Hoffman

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