

Grow This! Works for Oregon



The Challenge

Increase Oregon's Fruit and Vegetable Access and Intake

- Oregon is a leading state for fruit and vegetable (F&V) intake, which can increase Oregonians' health and lower health care costs.

Oregon Adults	Consume at least 1 time/day	US State Ranking (includes DC)
Vegetables	83.6%	5th highest
Fruits	64.3%	9th highest

Centers for Disease Control and Prevention. BRFSS Prevalence & Trends Data, 2019. Retrieved June 1, 2021, from cdc.gov/brfss/brfssprevalence/index.html

A SNAP-Ed Solution

The Food Hero *Grow This!* Oregon Garden Challenge

Homes, schools and communities have come together in 2020 and 2021 to grow and build gardens, share gardening knowledge and skills and GROW Oregon's health and food supply. Challenge materials are in English and Spanish.



Our Food Hero Garden Challenge:

builds gardening skills, inspiration and self-efficacy through partnerships with the BI-MART chain of retailers, Oregon State University Master Gardeners, the Oregon Potato and Dairy and Nutrition Commissions, and hundreds of community organizations through which policy, systems and environmental (PSE) change activities occur.

provides easy to understand garden tips with common terms familiar even to new gardeners. Practical tips for stretching food dollars and increasing food security are included.

celebrates diversity, aiming to make *Grow This!* relevant and adaptable by all audiences. Components are informed by diverse work groups, by youth, adults, including older adults, and by continual connections with Oregonians from urban, rural and tribal communities. *Grow This!* in 2022 will focus on diversity.

increases access and use of fruits and vegetables in households and community sites.



June 2021

Grow This!



Oregon Garden Challenge



Oregon has **Food Hero educators** on the ground covering all 36 counties, building food security and healthy food access from seed to plate.



Oregon State University

Email: food.hero@oregonstate.edu

Second Annual Garden Challenge

FFY 2021 Oregon Grows! Together Again—By the Numbers

(preliminary data)

57,371

Oregon individuals/households and group leaders represented in the first 12 days of sign-ups, covering all 36 counties. Throughout the year, sign-ups remain open to anyone from anywhere who wants to grow along with us! In 2021, 13% of sign-ups were from people who had also participated in 2020, the first year of *Grow This!*



8,000

seed envelopes distributed, each containing four types of plants (spring/fall crop, summer crop, herb/edible flowers, flowers). This is an increase from 3,300 in 2020.



173

Master Gardeners representing 28 of 36 Oregon counties signed up as *Grow This!* champions.

353

groups in 30 of 36 Oregon counties participated; 64% were from a school (preK to 12th grade). Top reason they reported for wanting to join the challenge was to give students a chance to experience gardening and grow their own food.



1,016

Oregon schools had a student/s who participated (preK to 12th grade). This is an increase from 759 in 2020.

Impacts on 2020 Challengers

A 2020 *Grow This!* post survey (n=812; 29% response rate) indicated that:

- 76% planted seeds as part of the *Grow This!* challenge, and 63% tasted what they harvested.
- 52% reported a significant increase in their confidence in using their garden harvest in a meal.
- 28% recalled seeing Food Hero ads or messages. One goal of the *Grow This!* challenge is to use a dual-messaging platform including Food Hero and *Grow This!* to increase overall exposure to fruit and vegetable messaging.
- 70% were very or extremely likely to recommend the *Grow This!* challenge to a friend, family member or group.

Individual/household 2021 challenger characteristics (n=5,717)

- 71% reported that they garden some years but not every year, or garden every year with some success; 13% described themselves as brand-new gardeners.
- 87% said they were planning to grow their seeds outdoors (in raised beds, containers or in the ground); and 12% indoors.



Grow This!



Oregon Garden Challenge

Sign up for *Grow This!* here:
<https://foodhero.org/growthis>



Spring Green Salad

The top recipe and meal ideas challengers requested were for salads.

One of many comments on why a challenger joined:

"Getting the kids to enjoy the outdoors and to have a productive time by growing their own salads."



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Food Hero!

