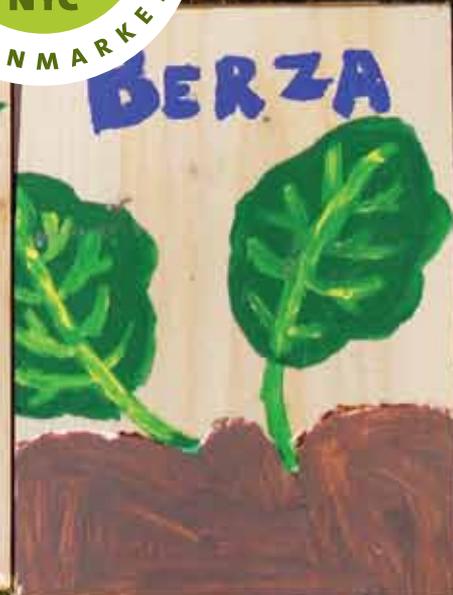


ANNUAL REPORT



2011



YEAR AT A GLANCE

Since 1970, we have helped countless New Yorkers lead more sustainable lives through education, access and opportunity. All of us working as one achieve so much more — and since .87 cents of every dollar contributed to GrowNYC goes directly into programming, you can feel confident that your donation will have the greatest possible impact. Here's how NYC is greener than ever because of what we accomplished together this year:

Recycling in Every Classroom

As part of our Recycling Champions program, we worked with Pratt Industries and the NYC Departments of Education and Sanitation to bring 40,000 donated paper recycling bins for every classroom in Brooklyn, Manhattan, and Staten Island — roughly 900 schools. The result so far: an increase in the diversion of 67 tons for recycling.



Good Food In Everyone's Hands

This year, with help from Red Jacket Orchards and Strategic Alliance for Health, we've connected 11 corner stores and bodegas in Central Harlem and Brooklyn with fresh, regional produce from our Wholesale Greenmarket and Red Jacket's farm. These stores boast prominent displays in Fresh Bodega refrigeration units.

Better Options In Brownsville

We've established direct connections between farmers at the Wholesale Greenmarket, food retailers, and consumers in Brownsville, thanks to a NYSDOH Creating Healthy Places to Live, Work and Play grant. Stores receive deliveries of local produce, assistance with in-store advertising and displays, and promotion via our twice weekly Youthmarket, providing 12,000 lbs of produce to Brownsville residents since July 2011.



Closing The Loop: Compost

Residents in Queens, Brooklyn and Manhattan have been able to drop their food scraps for compost at several of our Greenmarkets thanks to a pilot we were able to launch in March 2011 with funding from New York City Council Speaker Christine C. Quinn and the New York City Council. So far 400,000 pounds have been collected.

More Gardens For Growing and Learning

Since launching Grow to Learn NYC: Citywide School Gardens Initiative, we've distributed \$100,000 worth of mini-grants to 65 schools to grow or maintain learning gardens, all with the help of our co-founder the Mayor's Fund to Advance NYC, key partners GreenThumb and SchoolFood, and key funders Bank of America and the Doris Duke Charitable Foundation.





ANNUAL REPORT

July 1, 2010 – June 30, 2011

OUR MISSION

GrowNYC improves New York City's quality of life through environmental programs that transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations.

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Greenmarket



Between the opening of the inaugural Greenmarket in July 1976 with twelve dedicated farmers and today, 53 markets in all five boroughs of New York City and with 235 participating family farms, some things have changed and some have stayed the same.

We've stayed true to our mission to preserve farmland in the region and keep family farms in business, while increasing access to fresh, local food for all New Yorkers.

Our farmers are keeping over 30,000 acres of farmland in production and safe from development. Another central component of Greenmarket's mission and operations is product integrity: everything sold at market is 100% farmer grown, produced, caught or foraged. In 2011, Greenmarket, now the largest network of outdoor farmers' markets in the country, celebrated 35 years of selling freshly harvested products directly to city residents.

WHAT'S DIFFERENT?

With demand for fresh, local food at the forefront in New York City, our farmers are building greenhouses, high tunnels and finding additional land to maximize their capacity. This means

more food for sale, and more variety than ever in the market with new products ranging from beer to kimchi.

In recent years, Greenmarket has grown beyond the farmers' market model. We are creating new programs to respond to emerging needs. Our 14 Youthmarket farm stands ensure that neighborhoods lacking access to fresh produce are served and our Wholesale Greenmarket in the Bronx serves bodegas and retail food shops around the city. This year we launched Fresh Bodegas, a program that places and stocks refrigerators with fresh local food from our growers in corner stores located in underserved communities. We've expanded our EBT program to include access at 43 markets and begun accepting food scraps for compost at a number of Greenmarkets.

FOOD FOR ALL

GrowNYC has always believed that eating high quality fresh fruits and vegetables is a basic right and that demand for healthy choices exists throughout our city. We know that if you provide access and affordability, you can fill that demand. By pairing education and opportunity, and with the help of many dedicated partners, you can create it.

EBT UPDATE

Thanks to continued funding from Speaker Christine Quinn and the New York City Council, as well as support from The Farmers Market Federation of New York and the USDA, GrowNYC has established a national model for operating electronic benefits transfer (EBT) at farmers' markets and greatly expanded food access in NYC. GrowNYC's goal is to equip all markets serving under-resourced communities with the capacity to accept food stamps.

In just six years, we have gone from accepting EBT at 3 markets in 2005, to 43 in 2011. In 2011 EBT sales reached over \$600,000 – a 60,000% increase from when we started the program in 2005. This tremendous increase demonstrates just how great a need and desire exists in New York City for fresh, healthy food. Additionally, EBT has become a critical supplement to farmers who depend on these markets for survival, with some participating farmers reporting that EBT sales comprise between 25-50% of their total income. Along with GrowNYC's nutrition and wellness initiatives, the Federal Farmers Market Nutrition Program



Founding farmers honored at Fourth Annual Taste of Greenmarket



and WIC Vegetable and Fruit Checks, as well as the NYC Department of Health and Mental Hygiene’s Health Buck Program, are the cornerstone of ensuring that all New Yorkers have access to nutritious and fresh products grown on family farms in the New York region.

FRESH BODEGAS

In 2011, GrowNYC partnered with Red Jacket Orchards to launch Fresh Bodegas, a new initiative providing local corner stores with fresh, regional produce. Fresh Bodegas makes regular deliveries of produce and products from the Wholesale Greenmarket and Red Jacket’s farm in the Finger Lakes region to 11 bodegas in Central Harlem and Bedford Stuyvesant, two areas of the city with particularly limited access to fresh produce.

With the help of Strategic Alliance for Health, refrigerators were installed in participating stores and feature farm fresh products, expanding the floor space designated for healthy foods. The refrigerators provide a healthier option alongside the coolers that feature soft drinks, alcohol, and junk food.

YUM FOOD BOX PROGRAM

Working with our project partner Isabella Senior Center, GrowNYC is in its third year of bolstering fresh food access in the Washington Heights community, through our YUM food box program. GrowNYC sources high quality wholesale fruits and vegetables and delivers them to Isabella where volunteers of all ages pack bags full of affordable fresh produce for resale to community members. This wholesale buying club has distributed over 70,000 pounds of fresh food into this heretofore underserved neighborhood.

CREATING HEALTHY PLACES TO LIVE, WORK AND PLAY

Thanks to a grant from the New York State Department of Health, GrowNYC has established direct connections between farmers at the Wholesale Greenmarket, food retailers, and consumers in Brownsville, a traditionally underserved community lacking access to fresh produce and suffering from high rates of obesity and diabetes. Stores receive regular deliveries of local

Continued on page 5

PRODUCER PROFILE

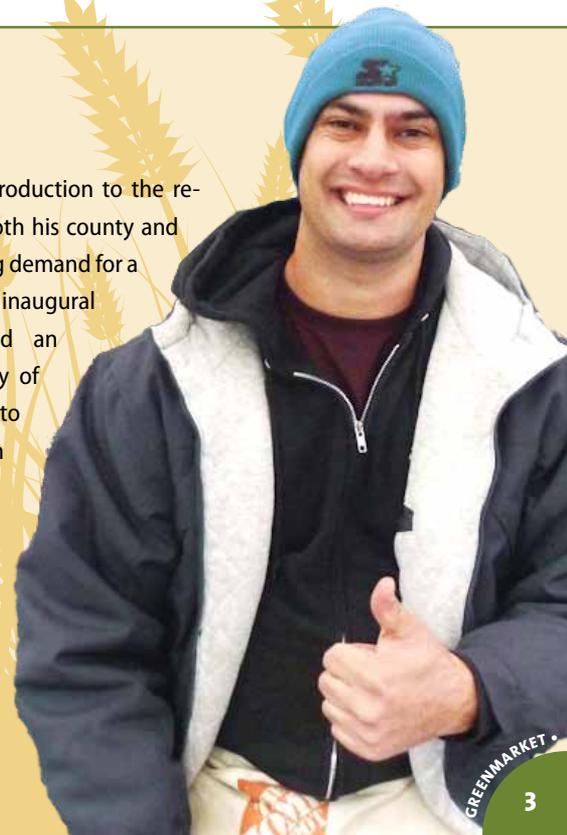
Tundra Brewery

MARK VANGLAD

In early May 2011, Tundra Brewery became the first brewery to join the Greenmarket community. Brewer Mark VanGlad who grew up at Greenmarket, selling maple syrup from his family’s farm, Wood Homestead, began selling his “Ma-pale” Pale Ale brewed from hops and barley grown on his family’s property. After years of helping his dad Tony sell syrup, Mark took a personal interest in home brewing. As soon as he got the hang of it, he knew this was a product he wanted to sell at Greenmarket. A year ago he began to undertake the process of getting the proper licensing to do so. His timing could not have been better as a new law had just passed, making it legal for brewers to sell at farmers’ markets in New York State.

Pre-Prohibition, Schoharie Valley was one of the most prolific hops producing regions in the country. VanGlad’s goal is to

reintroduce hops production to the region, benefitting both his county and the state by building demand for a new product. In his inaugural season he planted an acre of each variety of hops, and plans to increase production as demand for his beer picks up.



New Farmer Development Project



New York City attracts immigrants from all over the world who possess the knowledge and skills to farm, but don't realize that owning and operating a small farm is a viable job option. In response, the New Farmer Development Project (NFDP) identifies, educates and supports immigrants with agricultural experience to establish their own economically and environmentally sustainable small farm businesses in the region. The NFDP supports new immigrant farmers with a variety of services:

- *La Nueva Siembra*, a 30-hour comprehensive farm business planning course
- Introductory and Advanced Workshops
- Mentorship Opportunities
- Scholarships to regional conferences
- Land identification support
- Marketing Support
- Microcredit Loans
- Technical, on-farm assistance
- Tax, Legal and Financial advising and referrals
- Simultaneous English/Spanish interpretation and translation services

After ten years, the project has reached a number of important milestones, including:

- 21 NFDP participants and their families have started their own independent farm businesses with the support of the NFDP.
- NFDP farmers keep 325 acres of farmland in production, and six NFDP farmers have purchased farmland totaling 72 acres.
- NFDP has made 40 microcredit loans totaling approximately \$160,000 since 2007.
- NFDP brings a diversity of locally-grown, culturally appropriate specialty produce to farmers' markets including callaloo, squash blossoms, tomatillos, papalo, epazote and a wide range of chili peppers.

NFDP PROFILE

R&R Produce

Rogelio and Yesenia Bautista are a hardworking young couple who got their start as farm workers in Orange County, NY. Still in their mid-twenties, the Bautistas farm 19 acres in Pine Island and have operated their ag business for four years. Rogelio is originally from Mexico, and Yesenia is a second generation Mexican-American, the daughter of migrant farm workers who followed the harvest from Texas to New York.

The Bautistas love the lifestyle that farming affords them, "We like being on the farm, and walking in the fields. I just want to be in the country, taking care of the vegetables, planting and harvesting," Rogelio says.

They got the idea to work for themselves when their former boss gave them a small piece of land to grow their own food. They ended up growing more than they needed for themselves, and sold the rest from a farm stand they set up in front of their house. They knew they were on to something, but they needed a better way to market their products.

In 2008, they took the NFDP training course, *La Nueva Siembra*. Today they grow a variety of vegetables, including Mexican specialties, for five farmers markets and one CSA (Community Supported Agriculture) group in NYC. "Thanks to NFDP, we keep learning more every year about how to take better care of our markets, how to produce higher quality products and increase sales." added Rogelio.

Rogelio and
Yesenia Bautista



produce, assistance with in-store advertising and displays, and promotion via our local Youthmarket. Currently GrowNYC is working with 8 stores: 4 supermarkets, 3 bodegas, and 1 green grocer. These stores have made available 12,000 lbs of produce to Brownsville residents since July 2011. The program has been a success with consumers and store owners alike, particularly bodega owners. Store owner Tico Baez asked GrowNYC staff, “Where you been?! I need cabbage, corn, tomatoes, peppers. You got any cucumbers?”

FRESH PANTRY PROJECT

GrowNYC’s Fresh Pantry project is yet another way that Greenmarket farmers supply our city with fresh local produce. Through this program, Greenmarket farmers donate what they grow to NYC’s food pantries, soup kitchens, homeless shelters, and transitional living facilities — and they’ve been doing it since 1983. By connecting regional farmers with economically disadvantaged New Yorkers, Greenmarket and our partners — City Harvest and the NYC Coalition Against Hunger, along with food pantries and organizations across the city — are helping to address hunger and build community around healthy, local food. In 2011, New Yorkers in need received nearly 1 million pounds of food from Greenmarket farmers.

WHOLESALE GREENMARKET

The New York City Wholesale Greenmarket offers over 100 local and regional farm-fresh products including fruits, vegetables, herbs, plants, and flowers at competitive wholesale prices and quantities.

The Greenmarket farmers grow their own produce and sell direct to buyers at Hunts Point. Coming straight from the farm each morning, their products travel a very short distance ensuring premium quality, and greater food safety and traceability.

The Wholesale Greenmarket facilitates sales between wholesale buyers such as small grocers, institutions, restaurants, and distributors and small and medium sized growers from New York and adjacent states.

MATERIAL MATTERS

Discarded textiles represent almost 6% of NYC’s residential waste stream. Since piloting textile collection in 2007 with one site, we now have grown to include 8 Greenmarket locations in 3 boroughs, providing nine opportunities each week to recycle. This year the program surpassed one million pounds of textiles diverted from disposal for reuse or recycling. We also hosted

a series of special one-day textile collections at Greenmarkets in lower Manhattan and the Bronx, taking in nearly 3 tons of unwanted clothing, towels and other material. Over 65,000 New Yorkers have participated in this convenient program. Our goal is to have at least one textile collection location in each borough in the near future.

FOOD SCRAP COLLECTIONS

This year Greenmarket partnered with sister program Office of Recycling Outreach and Education (OROE) to plan and launch a food scrap collection program at select Greenmarkets. Shoppers drop off fruit and vegetable scraps to be transported to a compost facility where they become a fertile soil amendment for local farming projects and other uses.

With generous funding provided by New York City Council Speaker Christine C. Quinn, this program began on March 5, 2011 and has

thus far diverted 400,000 pounds of food scrap for composting from the seven Greenmarket locations, including Inwood, Abingdon Square, Tribeca, McCarren Park, Fort Greene, Grand Army Plaza and Brooklyn Borough Hall.



Food scrap collections at the Ft. Greene Greenmarket

FARM RETENTION PROJECT

In partnership with Open Space Institute, and with funding from the Doris Duke Charitable Foundation, GrowNYC began the Greenmarket Farm Retention Project in the fall of 2010 to respond to the high price of farmland in the NYC region and the resulting challenges Greenmarket’s community of farmers face in achieving long-term financial viability, securing land tenure, and keeping land in production. Phase I produced a study that assessed farmer needs and researched resources for agricultural financing and land conservation. The study revealed major gaps in farmers’ abilities to access the financial, legal and other services needed to keep their businesses viable. With results in, GrowNYC is working on a long-term plan to tackle these issues consisting of three interrelated initiatives: 1) A Greenmarket technical assistance hub for farmers; 2) A revolving loan fund to finance farmers without access to traditional lenders; and 3) A capital acquisition fund to help keep farmland affordable in the NYC foodshed.

Youthmarket



Youthmarket is a network of urban farm stands operated by neighborhood youth, overseen by GrowNYC, supplied by local farmers, and designed to bring fresh fruits and vegetables to communities throughout New York



City. Through Youthmarket, families in all five boroughs now have increased access to farm fresh food; youth in these areas earn money and learn small-business skills; and farmers in the New York City region are achieving higher revenue through access to underserved markets.

Youthmarkets enable young people to plan and operate a farm-stand business while educating them about their health, their community, nutrition, the environment, and regional agriculture. Youthmarket training emphasizes the importance of fruits and vegetables to a healthy lifestyle and encourages participants to bring the message of good diet to their friends and customers.

Highlights:

- 70 youth employed
- 14 markets in operation from July-October
- \$100,000 worth of produce purchased from local farmers
- More than 150,000 lbs of produce distributed

YOUTHMARKET PROFILE

Lower East Side Youthmarket

In 2011, GrowNYC opened a Youthmarket on the Lower East Side on Grand Street in front of the Abrons Arts Center. The Lower East Side Youthmarket sources product from multiple Greenmarket farmers, giving them additional income through wholesaling without additional staffing and transportation costs, and provides the community with access to fresh, local produce. Through a partnership with Henry Street Settlement, the Lower East Side Youthmarket employs young people from the neighborhood who operate the farm stand as their own small business, and also engages local senior citizens to assist in promoting the market.

The LES Youthmarket offers a wide variety of local fruits, vegetables, and other farm products to a large and diverse customer base. Of the stand, Youthmarket Manager Ryan Morningstar says, "We have customers who are relatively new to the neighborhood, and people who have lived here for 60 or 70 years. We see young

professionals, and we also get a lot of customers using FMNP and EBT. We're feeding a lot of people here."

Since its opening in July of 2011, the Lower East Side Youthmarket has distributed more than 15,000 lbs of fresh produce in the community, and has brought more than \$9,000 in income to regional farmers.



Greenmarket Locations 2011



MANHATTAN

Staten Island Ferry Whitehall Terminal – EBT Accepted

4 South St., Inside Terminal
Tuesday & Fridays 8 AM – 7 PM

Bowling Green

Broadway & Battery Pl.
Tuesday & Thursday 8 AM – 5 PM

Cedar Street/Zuccotti Park

(April – December)
Cedar St. btw Broadway & Church
Tuesday 8 AM – 6 PM

World Financial Center

(July – December)
South End Ave & Liberty St.
Thursday 8 AM – 6 PM

City Hall Park – EBT Accepted

(June – December)
Chambers St. & Broadway
Tuesday & Friday 8 AM – 4 PM

Tribeca

(Wed April – December, Sat Year Round)
Greenwich & Chambers Sts.
Wednesday & Saturday 8 AM – 3 PM

Tompkins Square – EBT Accepted

East 7th St. & Ave. A
Sunday 8 AM – 6 PM

Stuyvesant Town

(June – November)
Stuy-Town Oval, 14th St. Loop & Ave. A
Sunday 9:30 AM – 4 PM

St. Mark's Church – EBT Accepted

(May – December)
East 10th St. & 2nd Ave.
Tuesday 8 AM – 7 PM

Abingdon Square

West 12th St. & Hudson Sts.
Saturday 8 AM – 2 PM

Union Square – EBT Accepted

East 17th St. & Broadway
Mon., Wed., Fri., & Sat. 8 AM – 6 PM

NY/NJ Port Authority Bus Terminal

8th Ave. & 42nd St., inside North wing
main concourse
Thursday 8 AM – 6 PM

Dag Hammarskjöld Plaza

E. 47th St. & 2nd Ave.
Wednesday 8 AM – 4 PM

Rockefeller Center

(July – August)
Rockefeller Plaza at 50th St.
Wednesday, Thursday, & Friday 8 AM – 6 PM

57th Street – EBT Accepted

(Wed May – December,
Sat April – December)
West 57th St. & 9th Ave.
Wednesday & Saturday 8 AM – 6 PM

Tucker Square

W 66th St. & Columbus Ave.
Thursday & Saturday 8 AM – 5 PM

79th Street – EBT Accepted

W 78 & 81st St. & Columbus
Sunday 8 AM – 5 PM

82nd Street/St. Stephens

– EBT Accepted
(June – December)
E 82nd St. btw 1st & York Aves.
Saturday 9 AM – 3 PM

92nd Street – EBT Accepted

(June – December)
1st Ave. btw 92nd & 93rd Sts.
Sunday 9 AM – 4 PM

97th Street – EBT Accepted

W 97th St. & Columbus
Friday 8 AM – 2 PM

Mt. Sinai Hospital – EBT Accepted

(July – November)
E 99th St btw Madison & Park Aves.
Wednesday 8 AM – 5 PM

Stranger's Gate – EBT Accepted

(July – November)
W 106th St & CPW
Saturday 8 AM – 3 PM

Columbia University – EBT Accepted

Broadway btw 114th and 115th Sts.
Thursdays & Sundays 8 AM – 6 PM

Ft. Washington – EBT Accepted

(July – November)
168th St & Ft. Washington
Thursday 8 AM – 5 PM

175th Street – EBT Accepted

(June - November)
W 175th St. & Broadway
Thursday 8 AM – 5 PM

Inwood – EBT Accepted

Isham St. btw Seaman & Cooper
Saturday 8 AM – 3 PM

BRONX

Poe Park – EBT Accepted

(July – November)
Grand Concourse & 192nd St.
Tuesday 8 AM – 3 PM

Bronx Borough Hall – EBT Accepted

(July – November)
Grand Concourse & 161 St.
Tuesday 8 AM – 6 PM

Lincoln Hospital – EBT Accepted

(July – November)
149th St. & Morris Ave.
(S. of hospital entrance)
Tuesday and Friday 8 AM – 3 PM

New York Botanical Garden – EBT Accepted

(July – November)
Westchester Ave & White Plains Rd.
Friday 8 AM – 5 PM

Parkchester/Virginia Park – EBT Accepted

(July – November)
149th St. & Morris Ave.
(S. of hospital entrance)
Tuesday and Friday 8 AM - 3 PM

QUEENS

Astoria – EBT Accepted

(July – November)
14 St. btw 31st Ave. & 31st Rd.
Wednesday 8 AM – 3 PM

Sunnyside Gardens – EBT Accepted

(June – December)
Skillman btw 42nd & 43rd Sts.
Saturday 8 AM – 4 PM

Jackson Heights / Travers Park

– EBT Accepted
(June – November)
34th Ave. btw 77th & 78th Sts.
Sunday 8 AM – 3 PM

Atlas Park / Glendale – EBT Accepted

(June – November)
Cooper Ave. & 80th St., inside shopping plaza
Saturday 10 AM – 4 PM

Corona – EBT Accepted

(July – November)
Roosevelt Ave. & 103rd St
Friday 8 AM – 5 PM

Elmhurst Hospital – EBT Accepted

(July – November)
41st Ave. btw 80th & 81st Sts.
Tuesday 8 AM – 5 PM

Socrates Sculpture Park – EBT Accepted

(June – November)
Vernon Blvd. & Broadway
Saturday 8 AM – 4 PM

Douglaston - EBT Accepted

(July – November)
LIRR Station at 235th Street & 41st Ave
Sunday 8 AM – 3 PM

STATEN ISLAND

St. George – EBT Accepted

(May – November)
Borough Hall (parking lot)
St. Mark's & Hyatt Sts.
Saturday 8 AM – 2 PM

Staten Island Mall – EBT Accepted

(July – November)
Richmond Ave. Entrance (Parking Lot)
Saturdays, 9 AM – 4 PM

BROOKLYN

Greenpoint / McCarren Park

– EBT Accepted
Union & Driggs
Saturday 8 AM – 3 PM

Williamsburg – EBT Accepted

(July – November)
Havemeyer St. & Broadway
Thursday 8 AM - 4 PM

Fort Greene Park – EBT Accepted

Washington Pl. & DeKalb
Saturday 8 AM - 5 PM

Brooklyn Borough Hall – EBT Accepted

(Thursday & Saturday Year Round)
(Tuesday April-December)
Court & Montague Sts.
Tuesday, Thursday, Saturday 8 AM – 6 PM

Carroll Gardens – EBT Accepted

(April – December)
Carroll btw Smith & Court Sts.
Sunday 8 AM – 3 PM

Grand Army Plaza – EBT Accepted

NW Entrance to Prospect Park
Saturday 8 AM – 4 PM

Windsor Terrace – EBT Accepted

(May – November)
Prospect Park West & 15th St.
(inside Park entrance)
Wednesday 8 AM – 3 PM

Cortelyou – EBT Accepted

(June - November)
Cortelyou Rd. btw Argyle & Rugby
Sunday 8 AM – 4 PM

Borough Park – EBT Accepted

(July – November)
14th Ave btw 49th & 50th Sts.
Thursday 8 AM – 3 PM

Sunset Park – EBT Accepted

(July – November)
4th Ave. btw 59th & 60th Sts.
Saturday 8 AM – 3 PM

Bay Ridge – EBT Accepted

(June – November)
95th St. & 3rd Ave.
Saturdays 8 AM – 3 PM

Williamsburg Waterfront

– EBT Accepted
(May – November)
N 6th & Kent (on the water)
Saturdays 9 AM – 5 PM

For up-to-date info visit www.grownyc.org/greenmarket

Open Space Greening



Community gardens are vibrant civic spaces that challenge communities to interact with each other: neighbors that have never spoken tend plants side by side; people working in the area drop by to eat lunch; passersby poke their heads in and say hello to gardeners; events and performances evoke the garden's social and cultural histories.

Since 1978, GrowNYC's Open Space Greening (OSG) program has led the development and refurbishment of more than 60 neighborhood supported community gardens in New York City. We have also provided material and technical assistance to hundreds more sites and groups.



Students refurbish mulched pathways at Randall's Island Children's Learning Garden

At the heart of what Greening does by creating and assisting green space, is to inspire in others appreciation of nature, cooperation with others, and connection to the world around us, beginning with planting the seeds of wonder and knowledge in our youngest residents.

OPEN SPACE DEVELOPMENT

In 2011, thanks to a grant from the Greening Western Queens Fund of North Star Fund, GrowNYC created five school gardens in Long Island City and Woodside, Queens. The gardens, Robert F. Wagner, Jr. Secondary School for Arts and Technology, P.S. 171

Peter G Van Alst, Queens Vocational and Technical High School in Long Island City, I.S. 125, and P.S. 11 Q, are all unique and are tailored to fit the character of each school and its space. Spring and summer planting of trees, shrubs, vegetables and flowering perennials with hundreds of school children created a flurry of gardening activity at these sites. At PS 11 Q, 50 3rd, 4th, and 5th graders from their "Woodside on the Move" after-school program met regularly throughout the school year on Wednesday afternoons to tend the front schoolyard garden. During the fall, 4 of the 5 schools continued planting spring flowering daffodil and crocus bulbs, adding mulch for perfect bloom in 2012.

GrowNYC continued work at Wanaqua Family Garden, a 10,000 square foot "Grow To Learn" food producing garden in the South Bronx, with more than 20 raised beds and a children's garden used by both PS 43 and the Mott Haven Charter School. A towering new shade structure, designed pro-bono by Palette Architects, houses a tool shed, rainwater harvesting system, barbecue pit, and social gathering space. Regularly scheduled school groups visit the garden, planting cilantro, tomatoes, peppers, collards, swiss chard, kale, beans, and lettuce. Insect discovery, botany lessons and cooking demonstrations add to the garden activity.

Our staff led 26 school groups, with over 1,000 NYC school children, on school field trips to the Randall's Island Children's Learning Garden. Working in partnership with Randall's Island Sports Foundation staff, students learned about nutrition, growing, cooking and composting. Over 1,500 lbs. of food were harvested, 384 lbs. of which were donated to a local East Harlem soup kitchen and senior center. Students prepared their own healthy snacks from the garden, including sautéed spinach vinaigrette, spinach pasta with pesto, kale slaw, and watermelon agua fresca.

GrowNYC was a major partner in building a KaBOOM! playspace at Nuestros Ninos Daycare in Williamsburg, Brooklyn. More than 200 volunteers from the community and Dr. Pepper Snapple Group built a playground, benches, murals, a children's garden, picnic tables, chess board table tops and more over a one-week period. GrowNYC staff were construction team captains, tested the soil, developed a recycling plan, helped obtain permits and everything else required to complete the project.



ANNUAL PLANT SALE

Our Annual Plant Sale was a huge hit this year, more than doubling the volume of last year's sale. The sale, which takes place at Hattie Carthan Community Garden in Brooklyn and Wishing Well Community Garden in the Bronx, sources 70 varieties of annuals, perennials, vegetables, and herbs from Greenmarket farmers. Plants are sold at wholesale costs and distributed to more than 500 community gardens, schools, block associations, and more. This year's plant list included expanded vegetable, herb, and heirloom offerings, and, for the first time, we accepted EBT for edible plants.

MANY HANDS MAKE LIGHT WORK

Volunteer work days at 18 garden sites this past year helped gardens to flourish with TLC and materials. Our impact in maintaining green spaces is much greater with sweat equity.



A New York Cares volunteer moving plants at the annual plant sale

Thank you to the hundreds of individual volunteers who came out to lend a hand and to the following corporate volunteer groups: Citibank, Lexis Nexis, K2 Advisors, Verizon Wireless, LRN, Levi's, McGraw-Hill, BNY Mellon, White Case, Google, Bain, UBS, Alexandria, Weleda, Walt Disney VoluntEars, Timberland, and Bloomberg. Some volunteer highlights include:

- At **PS 76 Garden**, volunteer groups created new herb and vegetable beds, repaired existing beds, resurfaced the rear seating area, and worked with several classes of students. Bonus dividend: all happily accepted the many, many pounds of basil the garden grew.



Students planting herbs at PS 76 Garden in Harlem

- At **Parque de Tranquilidad**, volunteers installed a new rustic fence for the garden walkways, painted the shed, re-set pathway stones and pruned the garden.
- At **Miracle Garden**, volunteers planted annuals and perennials, repaired and upgraded the irrigation system, as well as purchased and installed new patio surfacing.
- At **Little Sun People Too! Daycare Center**, volunteers spread wood carpet safety surfacing under playground equipment, repaired picnic tables, and planted flowers.
- At **Phoenix Community Garden**, volunteers planted annuals and perennials, spread a huge load of mulch, created a new composting area, and started a mini orchard.



GROW TRUCK

Our mobile tool lending and expert assistance vehicle has been traveling the boroughs to assist more than 300 neighborhood projects. Grow Truck also makes free deliveries of donated soil,

compost and plants as well as garden furniture, large planters and rainwater harvesting tanks to greening groups and gardens such as Nuestros Ninos, Wishing Well, Hattie Carthan and Family Affair Neighborhood Park.

RAINWATER HARVESTING

GrowNYC is committed to conserving a precious resource: water. Plus, diverting rain during heavy storms helps prevent stormwater overflow. To-date, we've installed 85 RWH systems

in all five boroughs, diverting more than one million gallons annually and providing a sustainable resource for community gardens. Thanks to project support from the New York State Office of the Attorney General, we built 5 rainwater harvesting systems in the Bronx River Watershed Area. The systems were built by staff, who also trained and worked with volunteers from Green Apple Corps and Sustainable South Bronx.

ACGA CONFERENCE

GrowNYC was a proud local partner of the 2011 American Community Gardening Association bi-national conference which drew over 350 people here to New York. Our staff gave presentations on rainwater harvesting practices in NYC and around the world and implementing curricula into a school garden program. We proudly showed off NYC's finest school and community gardens through guided tours, fielded questions, and gave advice and insight.

GARDENER PROFILE

Noah Kaufman

LONG ISLAND CITY ROOTS GARDEN

Father, public servant, community gardener. Over the years, Noah Kaufman has toiled in gardens in Williamsburg, Brooklyn, the Lower East Side, Upper West Side, Western Queens and currently can be found at the Long Island City Roots Garden.

LIC Roots began as a small community gardening effort in 2000 when interested neighbors sought to make a positive change in the very industrial and post-industrial landscape of 47th Avenue.

Noah, the garden founder, and Terry Born, then principal of Robert F. Wagner, Jr. Secondary School for Arts and Technology coordinated efforts in 2002, when the graduating class of RFW HS planted a tree to commemorate 9/11 Firefighter Michael E. Brennan.

After securing a long term lease from the MTA, the garden came to GrowNYC who helped guide and oversee student volunteers from three area high schools (none of which have outdoor recreation space) in order to build raised beds, construct a composting system, mulch, plant bulbs, and conduct overall clean up and beautification efforts.

As Noah puts it "It's a labor of love and a unique challenge working on a garden...there's a great sense of satisfaction creating these special places. They become an oasis and people tap into that. If we didn't have the help of GrowNYC and our other partners, we would not be here today".



Plant-A-Lot Gardens 1978–2011



Over ten million dollars, from generous benefactors like the Louis and Anne Abrons Foundation, Mrs. Andrew Heiskell and many others, along with countless hours of staff time and community sweat equity have gone into creating 60 neighborhood green spaces all around New York City—often in communities where previously none existed. We gratefully acknowledge our funders, volunteer gardeners, fellow greening groups and supporters: thanks to you, children are playing on the grass, folks are dozing under a tree, enjoying spring's first blooms and observing nature's endless cycle in this most urban of places.

Note: Date garden opened/closed in parentheses

BROOKLYN

Bedford-Stuvasant

Family Affair Neighborhood Park (1990)
Cheryl's Villa II (1997)
First Quincy Street Block Association (2004)
Kosciusko Garden/Learning Center (1998)
Phoenix Garden (2009) ▼



Progressive Adventure Playland (1987)
The Pulaski Playhouse Garden (1999)
Spencer Place Garden (2001)

Boerum Hill

Wyckoff-Bond Garden (1979)

Brownsville

Amboy Neighborhood Garden (1982)
E. Lincoln Housing Community Garden (1997–2002)
Our Lady of the Presentation Garden (1983)

Bushwick

Howard's Glen Garden (1994–1997)
Children's Grove/Arboleda de los Niños (2006)

Crown Heights

1100 Block Bergen Street Association (1982)
196 Albany Avenue Park/Playground (1995)
Eastern Parkway Garden (2005)

East New York

Elton Court Garden/UJIMA II (2001)
Fannie Barnes Children's Playground (1992)
P.S. 4 – Paradise Garden (1996)
The Ujima Garden I (1995)

Ocean Hill

Hull Street Community Garden (2001)
The Miracle Playground (1999–2004)
Our Lady of Lourdes Garden (1981)

Park Slope

Greenspace @ President Street (2006)

Williamsburg

Placita Infantil (1991)
Sunshine Community Garden (1996)

BRONX

Bathgate

Alpha Crawford Sunshine Park (1998–2005)

Bedford Park

Decatur Park (2002)

Belmont

Joseph Cali-Vincent Artuso Park (1988)

Crotona Park East

Angie Lee Gonzalez Park (1981)
Mid Bronx Desperadoes Community Park (1997)

East Concourse

Kenton Hall Neighborhood Garden (1981)

Kingsbridge

Kingsbridge Heights Community Center (1997)

Morris Heights

Popham Park (1987)

Longwood

Wishing Well (2009)

Morrisania

Bonner Place Garden (2001–2005)
Jacqueline Denise Davis Garden (1999)

Mott Haven

Wanaqua Garden (2010) ▼



Tremont

Tremont Community Council Neighborhood Park (1989–1995)

West Concourse

Hope of Israel Senior Center (1982)

MANHATTAN

Clinton/Hell's Kitchen

Marian S. Heiskell Garden (1997)

Harlem

125th Street Oasis (1996–2000)
Children's Aid Society (1998)
PS 76 Garden (2002)
Good Earth Garden (1980–1992)
Harbor Morningside Children's Center Park (1990)

East Harlem

El Sitio Feliz (1992)



Modesto "Tin" Flores Community Garden (1981) ▲
George Washington Carver Community
"Garden for Living" (2007)

Lower East Side

All People's Garden (1979)
Creative Little Garden (1979)
5th Street Slope Children's Garden (2006)
Generation X Cultural Garden (2009)
Martin Luther King Jr. Community Park (1993)
Miracle Garden (1983)
Parque de Tranquilidad (1980)
Sara D. Roosevelt Park (1996)

Lower Washington Heights

Dorothy K. McGowan Memorial Garden (1999)
Jumel Ecological Educational Garden (1995)

Upper West Side

D.O.M.E. Garden (1979–1995)

STATEN ISLAND

Travis Amateur Softball Association (1981–1998)

Grow To Learn



Now in its second year, Grow to Learn NYC (GTL), the Citywide School Garden Initiative continues to make it easier for any New York City public school looking to create and sustain learning gardens. In partnership with the Mayor's Fund to Advance NYC, Parks/Greenthumb, the Office of SchoolFood and other city agencies and nonprofits, we are working to help schools empower children to grow their own plants, fruits and vegetables, learn science and math in new ways and understand the connection between themselves, our food and our environment.

Since launching in May 2010, GTL is making great strides across the five boroughs:

- 200 schools throughout New York City have registered their gardens with Grow to Learn; each one committed to implementing a sustainable garden program and "living classroom" for their students.
- Awarded \$100,000 in mini-grants to help 65 schools purchase materials and fund garden training and professional development for teachers.

Queens students pose with their newly planted garden



- Provided hands-on assistance to 30 school garden projects located in areas identified by the city as having the highest rates of diet-related illness, to get gardens growing.
- Conducted “school garden basics” training for 400 Sustainability Coordinators at the NYC Department of Education.
- Launched www.growtolearn.org as a one-stop-shop to provide teachers, parents and community members with the resources they need to start and sustain school gardens.

School Garden

MOTT HALL IV

Situated in Brownsville, a densely populated Brooklyn community with limited open space options, Mott Hall IV Middle School is precisely the kind of campus Grow To Learn aims to assist. During the 2011-2012 academic year, Mott Hall IV, a math, science, and technology driven school, is establishing an outdoor 25 x 35 ft. ornamental native plant area and a 10 x 87 ft. meadow garden titled “Solar Connection”, which will serve as an outdoor laboratory. Students working on this garden project will be exposed to basic horticulture, become familiar with native flora and fauna, and learn about urban agriculture and green technology.

Dovetailing with the school’s mission, the school garden will incorporate math, science, and technology in its design, construction, maintenance, and curriculum. The intention is to develop a garden that focuses on native plant species and creates a living environment that welcomes native insects and birds. Students will have the opportunity to learn hands-on and use the garden as a living laboratory. Not only will the garden be used for the science classes in the 6th, 7th & 8th grades but, in conjunction with the PTA, students will utilize it to enhance financial literacy and entrepreneurship; they will employ still and video cameras, as well as editing software, to document and track the flora and fauna that inhabit the garden, documenting their observations and using them to electronically research and organize data around native plant species.

Additionally, students participating in the Student Garden Committee have already started developing a website and are planning to branch out into social media to connect the Mott Hall IV garden to the national school gardening community. In the long-term, the goal is to provide students with a foundation for professional studies and careers in green technology, horticulture, environmental stewardship, native plant conservation, and agriculture.



Hands-on Education



GrowNYC education staff worked with 20,000 students, over the past year, in all five boroughs, on issues ranging from tree care and habitat restoration to nutrition and recycling through four distinct programs: Environmental Education, Learn It Grow It Eat It, Recycling Champions and our Greenmarket Education program.

Hands-on environmental improvement projects that resulted from students' work ranged from the northwest Catskills to Southern Staten Island.

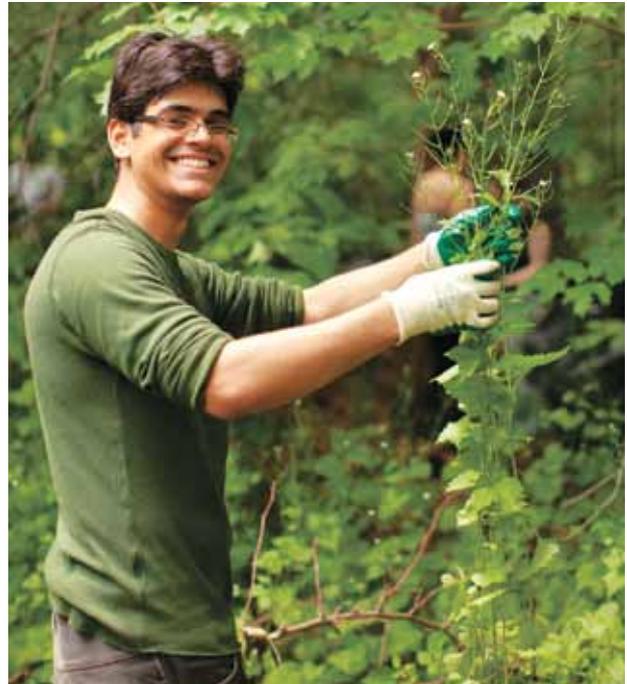
Environmental Education

This year we engaged 1,400 students in hands-on environmental improvement projects that assisted neighborhoods, built community and instilled confidence and stewardship.

RENEWABLE ENERGY

Students learn about energy sources using their homes and classrooms as real-life examples and learn why and how to conserve energy. GrowNYC education brings to life renewable energy topics through dynamic experiments like pizza box solar ovens.

In 2010/11, nearly 400 students built and tested their own working pizza box solar ovens, which reach temps of over 200 degrees, demonstrating the power of the sun for hundreds of classmates, parents and community members. The pizza box



A high schooler takes pride in removing invasive species from a park

model is an example of experiential learning that really has an impact: alternative energy can seem abstract without context, seeing it in action inculcates the lesson and makes the concept more real and enduring.

HABITAT RESTORATION AND WATER HEALTH

Students learn about the NYC watershed, its history, and how restoration efforts can improve water quality and the area's

"Your dedication to PS 33Q was evident by the smiles on my students' faces. The building of the solar powered ovens over the course of the past month has been an experience that the children and teachers will remember for quite some time. The 100+ parents that showed up were still talking about the experience at dismissal. Thank you for helping make today's learners tomorrow's leaders."

— Vince Gatto, Assistant Principal of P.S. 33



natural health and beauty. They also look at erosion, i.e. causes, restoration, and prevention and the role that trees and plants play in our ecosystem. They put that knowledge to work when they led 17 restoration projects along 7 bodies of water, in 5 city parks and on school campuses. The results: 1,876 trees, herbaceous plants and ground cover plants planted, removal of 17,500 sq. ft. of invasive species, and care for 164 existing trees, including trees planted through the Million Trees initiative.

Linking NYC students with the source of our drinking water upstate accomplishes more than just earth science lessons – it puts young people in touch with a natural world that most have never experienced. For many, being in an environment minus tall buildings, teeming masses, and constant din opens up new possibilities and instills a desire to continue stewardship.

An example of EE in action: Urban Ecology classes at the Academy of Urban Planning in Bushwick Brooklyn engaged in lessons on water, our water supply, and the health of local waterways. They tested water from the East River, did a local soil permeability test, and mulched 28 trees on campus and on the streets nearby. Then they traveled upstate for an overnight to see our water source first-hand, and planted 432 trees along the East Kill (tributary to NYC's Schoharie Reservoir) to prevent erosion and preserve the quality of NYC drinking water. They took a tour of the Schoharie Reservoir led by a NYC DEP engineer and went on interpretive hikes.

STATEN ISLAND YOUTH CONSERVATION

GrowNYC partnered with the NYC Department of Environmental Protection (DEP) to program a six-week Staten Island Youth Conservation Corps (YCC) internship. Teens from 3 Staten Island high schools worked four days a week for six hours a day in exchange for work experience, a stipend and community service credits. They removed invasive plants in three different sections of Richmond Creek, one of the key bodies of water in the Bluebelt area. The Bluebelt is a network of waters DEP is working to improve by implementing a variety of "Best Management Practices" to control and filter storm water runoff and reduce the need to build sewage treatment plants. Student work played an important role in supporting those Best Management Practices.

YCC Teens removed 472 invasive trees, 184 bags of invasive vines and 65 pounds of litter. The invasive species were removed from

approximately 5,000 square feet of shoreline. The impact on participants was clear as all indicated they plan to get involved in environmental improvement work in their schools.

GREEN DESIGN

Green design fosters an understanding of sustainability and conservation both locally and globally by exploring green architecture, planning and design as a solution to environmental issues. Our program includes an overview of green design, case studies of local sustainable street and building designs, transportation and water supply, and 3-D green-design model building.

Five Madison HS (Midwood, Brooklyn) Science and Sustainability classes studied principles of environmentally friendly design and then created models of green streets, buildings, and college campuses. They had a chance to explain their work to the general public at our Union Square Greenmarket Energy Fair in May.

STUDENT PROFILE

Cecilia Guo

HIGH SCHOOL FOR ENVIRONMENTAL STUDIES (HSES)

Cecilia has been in GrowNYC's Teen Speakers Bureau on Recycling (TSBR) for three of her four years in high school. Her skill and confidence as a speaker on recycling and solid waste have grown dramatically in that period. She has been the lead presenter in several types of venues including large audiences of younger children and high school youth, adult meetings, and workshops which involved students and adult educators from Turkey, the Philippines, and the United Arab Emirates. Cecilia has helped the younger TSBR members develop confidence when speaking in front of diverse audiences, and has become active in other environmental endeavors including helping to organize the annual Youth Can Conference at the American Museum of Natural History.



Recycling Champions



BUILDING A CULTURE OF RECYCLING IN NYC SCHOOLS

The most effective way for NYC's 1,600 schools and 1.1 million students to become more sustainable is to learn from one another. The sheer size of the city's education system also presents a unique opportunity to divert more recyclables from the waste stream. With schools currently averaging a 10% recycling rate, Recycling Champions is working with schools to develop model school-wide recycling programs and best practices with a goal of increasing rates to 50%.

Recycling Champions recognizes that in our diverse urban environment, a one size fits all approach will not succeed. Seventeen schools in all five boroughs were selected in 2010-2011, receiving hands-on help from the Recycling Champions coordinator in order to create recycling strategies that serve as templates to accommodate a variety of challenges that campuses face, and in the fall of 2011, we will target at least two new schools in each borough. Educating, engaging and training all stakeholders is critical to making recycling happen every day; thus far, 9,000 faculty members, staff and students have participated in Recycling Champions.



Family RRR Day at Muscota Elementary in Inwood

A RECYCLING BIN FOR EVERY CLASSROOM IN 3 BOROUGHS

One hurdle to good recycling in schools is lack of a consistent set-up, in this case recycling bins. In collaboration with Pratt Industries and the NYC Departments of Education and Sanitation, GrowNYC helped facilitate the donation of 40,000 paper recycling bins for every classroom in Brooklyn, Manhattan, and Staten Island – roughly 900 schools. Made from 100% recycled paper, the durable, double-walled corrugated cardboard bins feature proper recycling signage and a slotted lid to limit contamination.

PROVIDING TOOLS FOR SCHOOLS

In order to expand the reach of Recycling Champions, GrowNYC has developed a web-based, "Recycling Champions Tool-Kit." Resources like guides to classroom recycling, checklists for cafeteria recycling, and presentations for faculty and students, will aide busy faculty and administrators in starting or bolstering their recycling program by providing step-by-step approaches to galvanizing support, troubleshooting issues, and engaging students. GrowNYC will pilot the toolkit with 80 NYC schools (5% of NYC schools) in



Recycled art at the
Bushwick Campus



Design a Recycling Bin
Contest at Facing History
High School in Manhattan

the spring of 2012, which will allow for testing and subsequent refinement to materials and approaches. The toolkit will then be available for any school beginning in fall of 2012.

STUDENTS LEAD THE WAY

A major part of our accomplishment comes from the enthusiasm and knowledge our students bring to recycling. Students are

consistently coming up with new and creative ways to engage their peers about recycling and design action plans or service-learning projects for increasing recycling participation around school. We work with GrowNYC's sister program, Environmental Education, to bring presentations on recycling created by and for students to over 40 schools to-date.

SCHOOL PROFILE

The Academy of Urban Planning

THE BUSHWICK CAMPUS, BROOKLYN

In September 2010, three quarters of AUP classrooms had no recycling bins and many faculty members remained reluctant to making recycling a part of the school day. The Recycling Champions coordinator, Robbie Lock, worked closely with Adam Schwartz, AUP's Sustainability Coordinator, and his four Urban Environment classes to increase school recycling. To start the school year, AUP faculty and administration participated in a Recycling Champions professional development workshop.

With Robbie's help, Adam's students learned how recycling and its environmental issues were relevant to their day to day lives, City, and planet. "This whole project has changed the way I look at the planet. I realized that this is our only home and we have to take care of it" said student Heidy Benitez. Students took part in a variety of classroom activities—from building mini-landfills to designing a messaging campaign—to educate and motivate their peers to recycle. Robbie then worked with the classes to inventory all bins in the school, and then install and label additional bins in 26 classrooms and 8 offices.

Classroom recycling was up and running, so the cafeteria was next. The cafeteria serves nearly 1,200 students daily, but there was no recycling in place. 27 student leaders from the three schools in the building instructed their peers on how and why



to recycle, and raffled off prizes at an all-day Cafeteria Recycling Roll-Out Day. Now 120 gallons of bottles, cans, and milk cartons are being collected daily on average in the cafeteria.

With the help of the custodial staff, Recycling Champions was able to measure the improvements to the recycling rate at the Bushwick Campus after Recycling Champions hands-on assistance concluded. By the end of the school year, AUP was averaging a 32% recycling rate, with an increase of 11% from January to May 2011.

"[The program coordinator] was with me every step of the way, approaching the hurdles of dealing with my students, other teachers in my school, school administrators, and building staff. Having an outside voice... is a huge help in trying to establish a project of this scope."

— Adam Schwartz, the Academy of Urban Planning

Learn It Grow It Eat It



For the past half-decade, Learn It Grow It Eat It (LGE) has helped over 1,500 teenagers at six South Bronx based High Schools make the connection between food and the environment, their community, and themselves. They have learned how to decipher food labels, grow vegetables, and developed skills to make educated decisions regarding food and health. Since its inception in 2007, 75 teens have participated in our paid six week summer internship where they tend organic fruit, vegetable and herb gardens in three South Bronx based community gardens, run a weekly farmers market and teach children and adults about the environment and healthy eating. This opportunity puts money in their pockets and equips them with an array of skills that they can take with them in their future educational endeavors and the job market.

An LGE intern prepares the stand for a busy market day



We have also started providing part-time work opportunities to graduates of our summer program during the year. By working in the community gardens that we are part of, and helping out with nutrition workshops at other farmers markets, health fairs and school events these alumni continue to be ambassadors of the good food movement in their communities while gaining additional work experience at a time when employment opps are scarce.

Our focus remains the Morrisania section of the South Bronx (a neighborhood still plagued by food related health issues such as obesity and diabetes) but we have been spreading the word to other neighborhoods as well: advising the three-year old Urban Assembly High School for Green Careers in Manhattan on its gardening program and sharing our best practices for working with teens during the summer. We also participate in health fairs around the city and host food-label reading workshops in schools and community centers.

This year saw teens working side-by-side with employees from Gotham Bar and Grill and Weleda in our gardens and presenting our latest interactive display (“Chubby comes to America” — a cautionary tale about a young boy surrounded by too much sugar) to the staff at the Novotel Hotel in Manhattan. Mainstream media graced us with its coverage as LGE students were featured in New York Newsday and on ABC Eyewitness News.

HOW DO YOU MEASURE THE IMPACT OF AN EDUCATIONAL PROGRAM?

Many non-profits grapple with this question - and in the absence of dedicated funding for such a purpose, it can be difficult to answer. LGE has found that sometimes proof of a program’s impact happens when you least expect it: recently 3 alumni from our summer program were helping us out in the garden. When lunch time rolled around, instead of making a bee-line to the nearest fast food restaurant, they disappeared into our vegetable beds. They returned loaded with tomatoes, cucumbers, basil, and a cabbage that had escaped notice of the squirrels. Then they proceeded to make a salad for everybody. Before we sat down to eat they asked “Who has the water?” We aren’t measuring BMI’s but we are certainly seeing progress.

Greenmarket Education



Not nearly enough NYC residents eat the daily recommended five servings of fruits and vegetables while a disproportionately high percentage suffer from diet related diseases like obesity and diabetes. Fewer still know where their food comes from or how it is grown. GrowNYC knows that habits learned early are those that are likely to stay ingrained. So that present and future generations of New Yorkers can be as healthy and informed as possible, the Greenmarket Youth Education Project introduces the concepts of seasonality, local food, and sustainable agriculture to thousands of NYC school children each year.

The Youth Education Project includes four primary components: school tours at Greenmarkets; Meet Your Farmer classroom visits; On the Farm trips for children to see how food is grown; and Seed to Plate, which ties together these components into a 10-lesson classroom-based curriculum for 5th and 6th grades.

In 2011, the Youth Education Project led school tours for 5,000 New York City children at 15 Greenmarket locations in Manhattan, Brooklyn, Queens and the Bronx. Tours involve an exploratory walk through the market, seasonal tasting of farmer products, and take-home activities and recipes. Thanks to generous donations from Slow Food NYC and the Palette Fund, schools where at least 70% of students qualify for the federal free lunch program are awarded Greenmarket Bucks to purchase fresh fruits and vegetables from Greenmarket farmers at the end of their tour. In 2011 over 50% of groups attending school tours received Greenmarket Bucks.

The Meet Your Farmer visits connect students with their regional farmers. Designed to complement the Greenmarket School Tours, farmers come to NYC schools to introduce themselves and use visual aids to help them discuss the operations of his or her farm, their life and career as a farmer, and how they participate at Greenmarkets. Students are given ample time for Q&A and are also provided with a taste of what products the farmer sells.

Greenmarket partners with local farms to develop educational programming that explores how food is grown and how animals are raised. A farm visit is an ideal way for city children to understand and connect with where their food comes from. By learning how a farm works, children experience the natural

world in a new way and make a vital connection between the social, ecological, and economic importance of agriculture in their lives.

Greenmarket's Seed to Plate curriculum was piloted in fifth and sixth grade classrooms in two public schools in spring 2011. With some lessons taught by the classroom teacher and some taught by a Greenmarket Educator, the curriculum focuses on sustainable agriculture, how to simply cook seasonal foods, and includes nutrition lessons, such as the important benefits of "eating the rainbow." The students enjoyed the introduction to the world of food, and Greenmarket will expand the program next year to additional schools.



New York City students learn about sustainable farming and eating healthy at the Union Square Greenmarket

We are indeed much more than what we eat, but what we eat can nevertheless help us to be much more than what we are.

Adelle Davis

Office of Recycling Outreach and Education



With five years of hands-on education across the five boroughs, GrowNYC's Office of Recycling Outreach and Education (OROE) keeps building momentum by helping residents better understand New York City's recycling rules. In fact, this has been our most fruitful year yet! We have conducted direct recycling education to more than 130,000 New Yorkers since our creation in Mayor Bloomberg's landmark Solid Waste Management Plan. And we've helped create programs where residents can recycle even more, like textile recycling, food scrap collections and free swap events.

and importance of recycling, including conducting building specific waste audits. Every day, across the five boroughs, our recycling outreach coordinators conduct their outreach and education alongside volunteers on a Community District (CD) basis. Staff gains a first-hand understanding of community attitudes toward current recycling rules and lays the groundwork for an outreach plan. OROE staff identifies specific residences and public buildings that will be contacted during the outreach and follow-up phases and builds a database of elected officials, community leaders, block associations and other groups that will help promote recycling and waste prevention and publicize the free services OROE provides.



Volunteers help people recycle at summer streets

HOW OROE WORKS: A GRASSROOTS APPROACH

We work with the NYC Department of Sanitation to increase the percentage of recyclables diverted from the waste stream and to promote waste reduction, reuse and composting efforts. Our primary focus is to train and educate building service personnel and occupants on the methods, requirements

BY THE NUMBERS

OROE's dedicated outreach staff is now working in 27 community districts throughout the five boroughs to increase recycling awareness and participation. Over the year, staff met with representatives from 75 residential buildings, including meetings with 81 building superintendents and almost 1,300 building residents. In addition, OROE participated in over 150 community and public events, encouraging residents to test their recycling know-how with the Recycling Challenge and providing literature on recycling, reuse, waste prevention and composting. OROE staff also implemented recycling plans at dozens of street fairs and other outdoor community events. By participating in these public events, staff provided direct outreach to over 51,000 NYC residents. In addition to helping citizens effectively participate in NYC's recycling program, OROE also creates opportunities for the recycling and/or reuse of items not currently recycled under the city's collection system.

STOP 'N' SWAP® COMMUNITY EVENTS — TAKING REUSE TO THE NEXT LEVEL

What started as an idea in 2007 as a way to encourage New Yorkers to "Reduce and Reuse, then Recycle," has now become one of OROE's most popular programs. OROE has already sponsored 11 Stop 'N' Swap events — this year in all five boroughs — and is in the process of planning more. Stop 'N' Swaps help people to save money, keep items out of the landfill and prevent waste



created by producing, packaging and transporting new things. More than 2,700 New Yorkers in 2011 alone have come out to these community swaps to unload unwanted, but reusable items which can be taken home by others for free, whether or not they have left something in exchange. This year OROE launched a Swap series just for kids featuring low tables, tiny garment racks, and a book nook to engage children in practicing their 3Rs. OROE staff estimate that approximately 85%-90% of the items brought in were taken away. The remaining materials were recycled or donated to local charities, thrift stores, etc. In fact, Time Out New York voted GrowNYC's Stop 'N' Swaps one

of the top five public clothing swaps in NYC. And Stop 'N' Swaps are prominently mentioned in the April 2011 Update to PlaNYC as one of a handful of successful reuse opportunities available to the public.

THE MEDIUM IS MESSAGE

Every second 22 New Yorkers improperly place a recyclable bottle in their household garbage. This year OROE's "artist-in-residence" Layman Lee created a sculpture from salvaged water bottles to demonstrate the bottles trashed every 2 minutes. The new piece of art work hangs above a flowing fountain of NYC's water designed by artist Vito Aconcci for the NYC Department of Environmental Protection at their Newtown Creek Visitor Center in Greenpoint, Brooklyn. The work makes a powerful statement about the many benefits of having one of the country's best municipal water supplies and the potential of our recycling program.



People get great finds at the IS 52 Stop 'N' Swap in Inwood



Layman Lee's sculpture demonstrates how many bottles New Yorkers throw away in their household garbage every minute to educate attendees at our New Green City Fair



Volunteers monitor recycling bins at the Lunar New Year celebration in Chinatown

EVENT RECYCLING

In 2009, OROE added an Event Recycling Coordinator to help NYC street fairs comply with new recycling requirements and go beyond the minimum effort to “green” their events. Since then we’ve partnered with productions large and small to ensure proper recycling through careful planning and on-site assistance including our dedicated recycling volunteers who lead the way in changing New Yorkers’ habits and helping them “think before you throw.” Our partnerships included working with the NYC DOT for the fourth year in a row to help joggers, skaters, bikers and walkers recycle their containers along the seven miles of Park Avenue closed to vehicular traffic during Summer Streets and returning to Central Park for the fourth time to train event staff, monitor nearly 100 recycling stations and help more than 20,000 participants find the right bin for their bottles during the Susan G. Komen Race for the Cure. At the Broadway Astoria Street Fair we made sure recycling bins were properly labeled in Spanish and English while volunteers worked to help participants sort bottles and cans for recycling and corn and fruit

for composting. We never tire of the positive reaction from the public when they have the ability to recycle more!

OROE IN THE MEDIA

That’s the Power of New York ... Recycled. And, It’s Simple.

This message resonates through the five recycling public service announcements OROE produced this year. Using real New Yorkers rather than actors, these PSAs demonstrate which items to properly recycle in NYC. Using catch phrases, like “check the neck” and “if you can rip it, you can recycle it,” these live action



OROE staffer John Johnson quizzes the host of “Open” on his NYC recycling knowledge

and computer animation videos put recycling in a New York City perspective. Our message has hit the media airwaves and has broadcast on ABC, CBS, NBC, and NYC-TV. In addition, Bronx Recycling Coordinator John Johnson appeared on BronxNet, and Queens Recycling Coordinator Jon Klar appeared on Queens Public Television on “Informato Con Rossy” to spread the OROE message even further. Keep an eye out for OROE on a station near you!

I wanted to thank you for hosting a Stop 'N' Swap. I think it was a resounding success all around. This event helped open the eyes of many people (students and adults alike) about what is possible with recycling — from cleaning out closets to getting some cool stuff to helping build community. There was such a buzz around school today that more kids and staff want to participate next time... Thanks again for making this wonderful day possible.

— Pamela Scott, IS52

Civic-Minded



**CITIZEN PARTICIPATION IS AT THE HEART OF WHAT WE DO.
A SPOTLIGHT ON HOW SOME NEW YORKERS ARE HELPING GROWN NYC.**



MARIYA YEFREMOVA

NYC Civic Corps. member with GrowNYC since August 2011

Any favorite moments to share?

The Stop 'N' Swaps are my favorite. Seeing children's faces light up when they find out the toys or books they are

receiving are free or seeing young college girls drop off piles of clothes and shoes they know they do not need, but others may want is truly a rewarding experience. I love when our outreach tables are swarmed and surrounded by people playing the recycling game. I love that we are constantly working in a different neighborhood, in every borough, with a diversity of all kinds of people.



KASEY BOYER

NYC Civic Corps. member with GrowNYC since August 2011

Any favorite moments to share?

One day working with Gerard at Wanaqua Community Garden comes to

mind. We had about six 4th grade classes from the neighboring elementary school come in to the garden to help distribute a large load of soil that had been delivered. I've never seen kids so excited about a dirt pile and worms!



ERIN EASTERN

Greenmarket Volunteer since 2010

What's the best part of volunteering?

Having a community that is separate from my work, family, and friends.

The people I meet through Green-

market cross the usual cultural boundaries (e.g. urban/rural, young/old, farmer/organizer) and broaden my social world. I enjoy meeting the other volunteers and learning how they came to Greenmarket; making new friends that also have an interest in food justice, urban growing, CSAs, and a myriad of other cool things unrelated to food like film studies, United States law, and sports.



NORA KILLORAN

GrowNYC volunteer since 2009

What's your favorite part about working with GrowNYC?

Being a part of making my hometown a better place!

Any favorite moments to share?

The highlight of volunteering with GrowNYC was helping to build a park in Williamsburg Brooklyn last spring with about 100 other volunteers, we actually succeeded in building an entirely new park in one day for the kids in that community who had been stuck with an old and dilapidated park for the past 20 years!



ANDREA SHANE

NYC Civic Corps. member with GrowNYC since August 2011

In your opinion, how is GrowNYC making an impact here in NYC?

I honestly can't imagine NYC without GrowNYC. The Greenmarkets are a

treasure. The recycling initiatives have turned recycling into something people automatically do instead of an oddity. The Youth Education programs are run by such devoted staff members I sometimes envy the programs that the kids get to participate in. And the New Farmer Development Initiative is truly an inspired idea.

You Complete Us

Whether it's making a contribution or making a decision, our choices and actions add up in meaningful ways that benefit us all:

**Recycle. Buy local. Eat better. Plant a tree.
Teach a child. Use less. Give more.**



How you can help:

Make your gift. Give in support of this longstanding and valuable NYC institution.

Renew your gift. Make your gift last all year by making a monthly contribution.

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GrowNYC Finances

Fiscal Year 2011



OPERATING REVENUES

Foundations	\$ 1,060,158
Individuals/Corporations	569,671
Government Contracts	1,717,812
Contributed Facilities	354,000
Greenmarket Fees	3,007,818
Other income	409,458 ¹
Total Operating Revenue	\$ 7,118,917
Change in Operating Net Assets	\$ 641,333

NON-OPERATING REVENUES

Interest & Dividends	\$41,443
Investment Income	388,824
Total Non-Operating Revenue	\$ 430,267
Change in Net Assets	\$ 1,071,060
End of Yr Net Asset Bal:	\$ 3,264,930 ²

EXPENSES

Environmental Education	\$ 341,101
Greenmarket	2,937,978
Hunger, Farmer Development and Food Projects	799,833
Open Space Greening	712,387
Office of Recycling Outreach and Education	748,637
Public Information	37,443
Management and general	632,647
Fundraising	267,558
Total Expenses	\$ 6,477,584

1. Includes net proceeds of three special events

2. Includes temporarily restricted assets and the Board designated fund which functions as an endowment

Financial statements for the year ended June 30, 2011 have been audited by Loeb & Troper, Certified Public Accountants. The latest annual financial report has been filed with the NYS OAG, Charities Bureau, 120 Broadway, NY, NY 10271. A copy may be obtained from GrowNYC, 51 Chambers Street, #228, NY, NY 10007

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Letter from the Chairman

To Mayor Michael R. Bloomberg, Members, Contributors, Volunteers, Staff and Friends:

GrowNYC had an extremely busy and productive 2011. We continued our work of improving the quality of life in our City through vibrant programs that deal with the essentials of human existence within a community we share with other living things. And, GrowNYC is always trying new approaches to touch additional people, improve its results, and collaborate with others to magnify its effectiveness.



So while in 2011 we marked the 35th anniversary of the Greenmarket program, which has grown from a single one-day-a-week location to a five borough spread of 53 markets, we also worked on numerous other ways to deliver fresh, locally grown food to New Yorkers and to educate them about nutrition. Among other efforts, this included further development of our Wholesale Greenmarket at Hunts Point in the Bronx making it easier for smaller grocers to have better access to farm-fresh products and our highly successful Grow to Learn NYC: the Citywide School Garden Initiative. This is a public-private partnership between GrowNYC, the Mayor's Fund to Advance New York City, and several government and NPO partners, with a mission to inspire, promote and support the creation of sustainable gardens in public schools throughout New York City.

Throughout this report you read both about our long-standing programs as well as the new things we are doing. Please observe how we are always stretching ourselves and taking on additional challenges to advance our mission. That is why this year we started a pilot compost collection program and, with the help of the Doris Duke Charitable Foundation and the Open Space Institute, began a serious study of how to preserve some of the remaining farmland within a few hours drive to the City.

In 2011 GrowNYC also had the most robust schedule of events in its history to raise money, make friends and increase its public profile. These included Taste of Greenmarket, New Green City Fair, The Art of Farming, Recycling Loop-De-Loop, Spring Plant Sale, Hurricane Relief Fund Benefit, Youthmarket Farm Stand at Farm Aid and Educated Eater Panel Discussions.

We are lucky to have a talented and dedicated staff at GrowNYC which work under the leadership of our Executive Director Marcel Van Ooyen. Their energy, resourcefulness and skill are amazing. We also have had wonderful support from the Mayor, numerous City agencies, the City Council and the NYS Department of Agriculture and Markets for which we are most appreciative. And GrowNYC on behalf of the citizens of our City is grateful to the many individuals, companies and foundations who have made donations to us. We appreciate your trust, and please be assured that our organization will do its very best to put your contributions to good use in making New York City healthier, cleaner and more in tune with the natural world.

A handwritten signature in black ink that reads "Robert J. Kafin". The signature is written in a cursive, flowing style.

Robert J. Kafin
Chairman

Letter from the Executive Director



Increasingly, New York City is returning to its roots – at times quite literally. From its origins as Manahatta when it was a place of great abundance for native peoples to 1647 when then Governor Peter Stuyvesant planted an apple tree on the corner of Third Avenue and 13th Street to the colonial era when family farms predominated, our city has been home to food production efforts large and small since its inception.

One novel example of returning the city's landscape to food cultivation is GrowNYC's work at the Riverpark Farm at the Alexandria Center. Working with ORE Design and Technology, GrowNYC and Alexandria designed a temporary farm using plastic milk crates and 100 different types of vegetables, herbs, and flowers. GrowNYC was proud to work on Riverpark Farm: a rare case of a stalled commercial site being utilized rather than sitting idly, in this case for urban food production. Its modular design means, the farm can be easily relocated elsewhere on the campus when development resumes.

GrowNYC has always been dedicated to helping citizens increase their connection to food and the environment. Whether they shop at one of our 53 Greenmarket farmers markets, gain skills and understanding in one of our many hands-on education programs or grow their fruits, herbs and vegetables in plots modest and robust, GrowNYC is there to provide expertise and assistance to all New Yorkers.

In 2012 and beyond, we look forward to offering education, opportunity and access around important environmental and public health issues like food, land use, resource conservation and more in order to make New Yorkers agents of change in their own lives and in their communities. This work, of course, would not be possible without the help of many including our esteemed board members, program partners, volunteers and contributors, to all of you, a heartfelt and sincere thanks.

We Need You!

Participate. Take advantage of our programs. Enroll your school in our hands-on education programs, compost, recycle textiles, shop at our Greenmarkets and visit our gardens. We want to be your resource!

Volunteer. Whether leading a cooking demo or helping us design materials – we can use a helping hand.

Donate. Make a gift to the program that impacts you or people you know – by filling out the enclosed envelope or making a donation online.

A handwritten signature in black ink, appearing to read "Marcel Van Ooyen". The signature is fluid and cursive, written over a white background.

Marcel Van Ooyen
Executive Director

Whether they shop at one of our 53 Greenmarkets, gain skills and understanding in one of our hands-on education programs or grow their fruits and vegetables in plots modest and robust, GrowNYC is there to provide expertise and assistance to all New Yorkers.



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Hello from GrowNYC



Photos

Cover – Amanda Gentile

Year-at-a-glance – *recycling in every classroom* – Robbie Lock;
fresh bodegas – Laura Waldman; *compost* – Amanda Gentile;

Page 8 – Phyllis Odyssey

Page 9 – *top from left to right* – Mike Rezny, Mike Rezny, not sure yet, Lenny Librizzi;
middle – Adam Schultz; *bottom* – Lenny Librizzi

Page 10 – *top* – Amanda Gentile; *bottom* – Lenny Librizzi

Page 11 – *top* – Phyllis Odyssey

Page 12 – Lenny Librizzi

Page 13 – *1st column* – Mike Rezny; *2nd column* – Lars Chellberg; *3rd column* – Mike Rezny

Page 14 – Rachel Styer

Page 15 – *top from left to right* – Amanda Gentile

Page 16 – *all photos* – Robbie Lock

Page 17 – Robbie Lock

Page 20- Alyson Schill

Page 21 – *middle and bottom* – Dave Sanders

Page 22 – Alyson Schill

Page 23 – *Mariya, Kasey, Andrea, Aora* – Amanda Gentile

Page 24 – Amanda Gentile

Page 31 – Amanda Gentile

Page 32 – Amanda Gentile

Back cover – Lars Chellberg

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