



# GROW APPALACHIA

**PLANTING SEEDS FOR A SUSTAINABLE FUTURE**

**2013 ANNUAL  
REPORT**







**We are committed to  
helping Appalachian  
families grow as much  
food as possible.**





# 4 years of growing

Grow Appalachia began in 2009 as a way to address the growing issue of food security in Appalachia. John Paul DeJoria, co-founder and CEO of John Paul Mitchell Systems and Patron Tequila, met with Berea College and Tommy Callahan, a vice president at Paul Mitchell Systems. Tommy is a native to Appalachia and saw the growing need for the reintroduction of gardening education in rural communities in central Appalachia, and began a discussion with John Paul and Berea College to tackle such issues.

John Paul looked to address food security issues through increasing the availability to local, healthy food by cultivating a program in which communities and families have access to resources that allow them to grow and preserve their own food. John Paul began collaborating with David Cooke, a West Virginia native and employee of Berea College. David has since nurtured the program and its participants into a quilt of families growing their own food that spans much of central Appalachia.

**2010**

**4** partner sites

**2,800** people fed

**2011**

**7** partner sites

**4** states

**2012**

**15** partner sites

**400** home gardens

**41** community gardens

**30** counties

**2013**

**25** partner site

**19,452** people fed

**50** community gardens

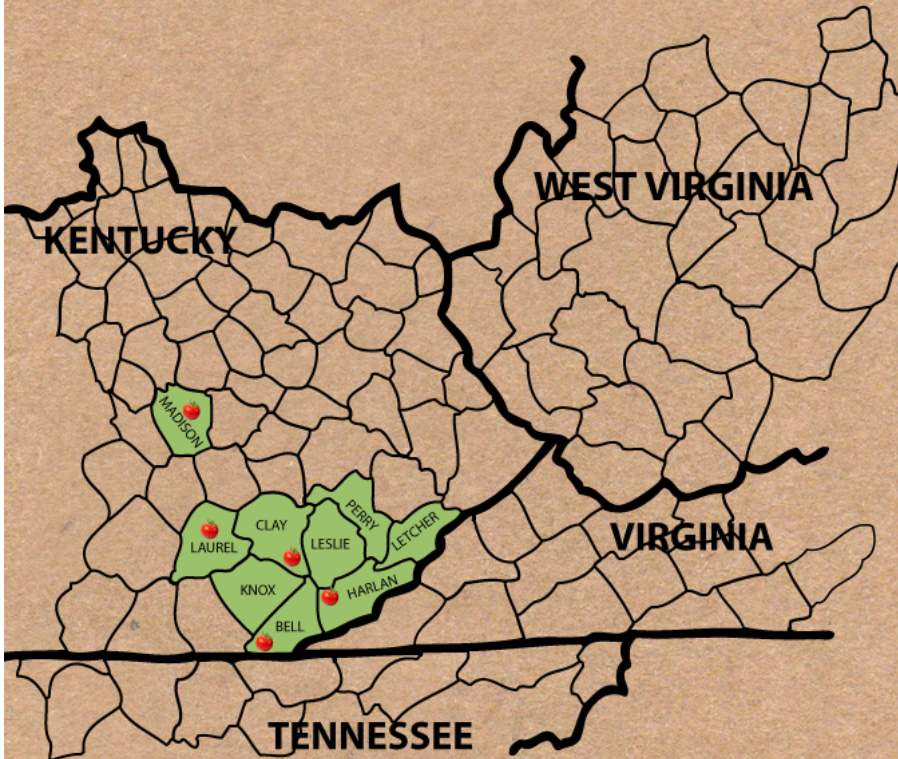
**39** counties



# Where

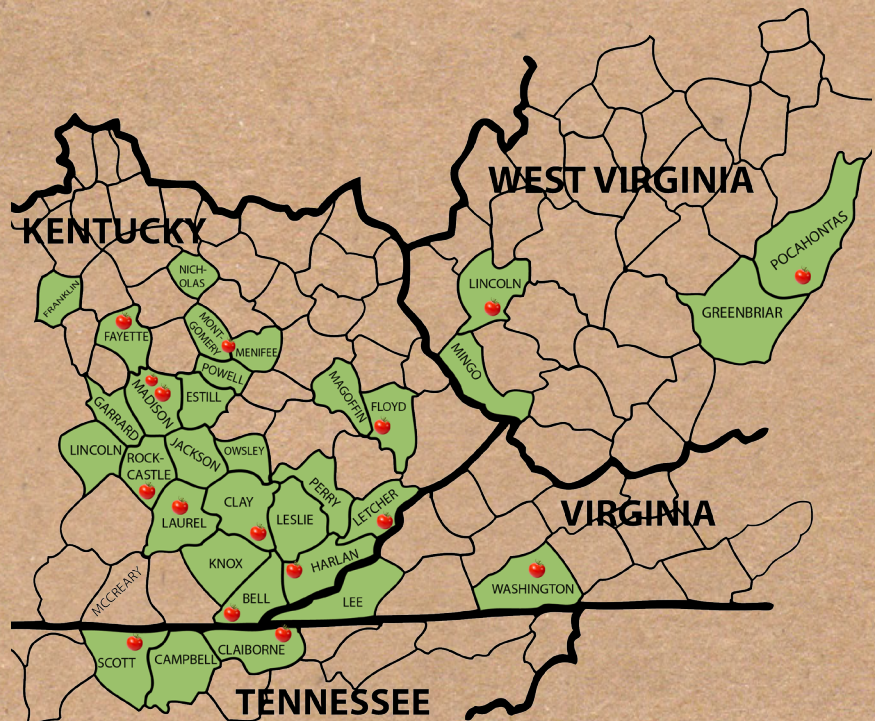


indicates partner site



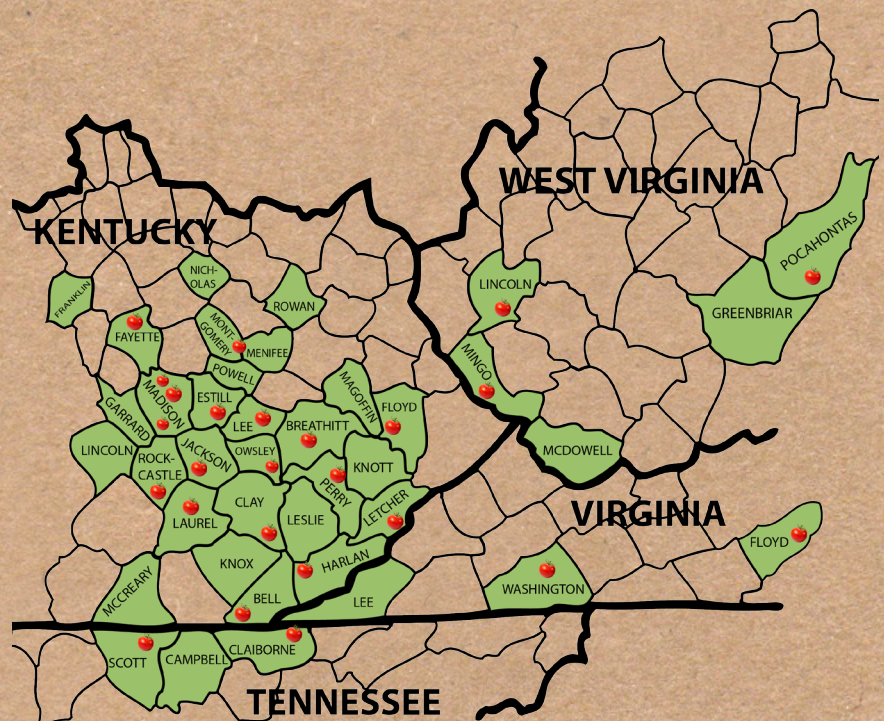
2010

2012





**indicates service area**







# Partner

## **APPALACHIA SCIENCE IN THE PUBLIC INTEREST**

ASPI has been working for healthy land and sustainable communities in Kentucky and Central Appalachia for 35 years. They focus on sustainable energy, education and demonstration, food systems, people and culture, and ecosystems out of Mount Vernon, Kentucky.

## **APPALACHIAN SUSTAINABLE DEVELOPMENT**

ASD is a not-for-profit organization working to build sustainable local food-and-forest-based economies in southwest Virginia and northeast Tennessee. Formed in 1996, ASD envisions a triple bottom line: economic development that at once supports jobs and livelihoods for people, improves community health, and restores and sustains the ecosystem. ASD has two community gardens and two dozen individual gardens.

## **BREATHITT COUNTY EXTENSION**

Established in 1918, the Breathitt County Extension office offers educational programming in agriculture, youth development and family consumer sciences. Grow Breathitt County is focused on properly educating citizens on the value of home gardening and its many health and nutritional benefits as well as give them the opportunity to market their excess vegetables at local Farmers' Markets.

## **COWAN COMMUNITY CENTER**

Cowan Community Center is located in the extreme southeastern portion of Kentucky in Letcher County. The group was formed in 1965 when a three-room school house was abandoned to consolidate into what is now Cowan Elementary School. The purpose of organizing was to preserve the school building and to develop social, educational, and recreational programs for Cowan.

## **CUMBERLAND VALLEY DISTRICT HEALTH DEPARTMENT**

"Home Grown and Healthy" is a project of the CVDHD focusing on Clay, Harlan, Jackson and Rockcastle counties serving in the areas of immunizations, well-child check-ups, environmental sanitation, and home health. The Grow Appalachia project began in 2012 with a small garden at a public housing site.

## **GREENHOUSE17**

Greenhouse17 (formerly BDVP) is an advocacy agency committed to ending intimate partner abuse and its impact on families and the community. The shelter facility, integrates a farm program that creates an agriculture-based healing environment to meet the needs of intimate partner abuse victims. The shelter grew more than 7,000 pounds of food over the course of the 2013 growing season!

## **GROWING WARRIORS**

Growing Warriors works to train, assist and equip veteran families with the tools needed to grow high-quality naturally grown produce for their families, communities and country. The project includes veterans, civilians and organizations all working to create a local reliable food system. GW created 32 home gardens and worked with 3 community gardens.

## **HENDERSON SETTLEMENT**

Henderson Settlement was founded in 1925 by a Methodist minister, Hiram Frakes. The program has been with Grow Appalachia for 4 years and has worked with over 66 home gardens donating food to the food bank and the settlement's cafeteria and selling at the farmers' market.





# Sites

## **HIGH ROCKS FOR GIRLS**

HRFG was created in 1996 as a summer camp for girls to empower, inspire and educate young women in the area and region. Since its creation, HRFG has grown to include tutoring programs, mentoring and post-graduation planning and support. Through Grow Appalachia, HRFG works with planting school gardens and focuses on access to healthy, local foods.

## **LAUREL COUNTY AFRICAN AMERICAN HERITAGE CENTER**

Based in Laurel County, Kentucky, the LCAAHC works to preserve and honor the lives of African Americans in Laurel and Knox counties. Members of the community volunteer at the community gardens created because of a growing need for healthier lifestyles in the area. In 2013, the LCAAHC grew over 65,000 pounds of food.

## **LINCOLN MEMORIAL UNIVERSITY**

LMU was founded in 1897 in Harrogate, Tennessee and is dedicated to providing educational experiences in liberal arts and professional studies. A community garden as well as 29 family home gardens were a part of the successes that LMU saw in 2013 with over 20,000 pounds of food grown and eaten by community members.

## **LOTTS CREEK COMMUNITY SCHOOL**

LCSS was founded in 1933 to address an inaccessibility of learning settings for the Lotts Creek community. What began as a two-room log cabin has now developed into a multi-million dollar school facility. With Grow Appalachia, LCSS worked in 3 community gardens and with 19 families in the year of 2013.

## **MUJERES UNIDAS**

Mujeres Unidas is a project affiliated with the Kentucky River Foothills Development Council made up of women from Central America who work together to become economically independent. In 2013, Mujeres Unidas grew over 10,000 pounds of food and worked with 28 families.

## **PEOPLE ENCOURAGING PEOPLE**

PEP is a non-profit located in Beattyville, Kentucky dedicated to focusing on the wellness of its community and families. Although it began as a drug prevention and intervention center, it has now evolved into a project that hosts workshops and job fairs, leads prevention classes in elementary schools and provides a safe space for kids after school. In its first year PEP grew 14,288 pounds of food.

## **PINE MOUNTAIN SETTLEMENT SCHOOL**

PMSS was founded in 1913 as a boarding school and settlement to serve the community through economic, health and cultural initiatives. In 1972, PMSS began to focus on bringing students for field trips to learn about the history of Appalachia. The settlement has been with Grow Appalachia from the beginning and has helped families in the community grow more than 90,000 pounds of food!

## **PROJECT WORTH**

Project Worth has been helping the families of Menifee County, Kentucky with education, community programs, family literacy, technology and food bank coordinating for over 20 years. In 2013, PW worked with over 239 community members to grow 25,000 pounds of food.





### **RED BIRD MISSION**

RBM was founded in 1921 and today Bell, Clay and Leslie counties through an emergency food bank, adult education and job training, craft marketing and summer youth programs. In its fourth year with Grow Appalachia, RBM facilitated home gardens with 44 families as well as 6 community gardens growing over 50,000 pounds of food

### **SCOTT COUNTY CHRISTIAN CARE CENTER**

SCCCC began in 2011 as a means to provide health services to people in the underserved community of Scott County, Tennessee. Their work with Grow Appalachia allows the program to focus on issues surrounding diet-related health concerns. Growing the most food this year out of all the GA partner sites, SCCC grew 70,100 pounds of food working with over 150 families.

### **ST. VINCENT MISSION**

St. Vincent was founded in 1968 in the old mining town of David, Kentucky as an outreach of the Brothers of Charity. SVM also works with multiple schools and the Floyd County Farmers' Market. With Grow Appalachia, SVM worked with over 90 families in 2013.

### **STEP BY STEP**

Step by Step of the Big Ugly Community Center (BUCC) in Lincoln County, West Virginia was founded in 1933 to host after-school activities for students and provide community-wide courses. The nearest grocery store is 40 minutes away by car, making the need for Grow Appalachia's help essential. In 2013, SBS worked with 100 folks to grow over 12,000 pounds of food.

### **VCE MASTER FOOD VOLUNTEERS**

The Virginia Cooperative Extension Master Food Volunteers of Floyd and Montgomery counties are a group of extension-trained volunteers who help Virginians with access to information concerning food safety, nutrition, food preparation and physical activity. The VCE-MFVs worked with *Micah's Garden* and *Plenty!* to grow 10,000 pounds of food in 2013.

### **WESTCARE KENTUCKY GROW**

WestCare Kentucky established the Estill County Community Involvement Center in 2006 to provide referrals, prevention, education and treatment for individuals and families affected by substance abuse and related social problems. Working with Grow Appalachia, 90 WestCare Kentucky Grow families were able to focus their efforts on growing healthy food for their families.

### **WILLIAMSON HEALTH & WELLNESS CENTER**

The Williamson Health & Wellness Center was founded to encourage both a treatment and preventative healthcare approach while serving one of the unhealthiest regions in the United States. Williamson works with 2 high tunnels and 24 raised beds, making it possible for 28 families to grow their own food.





JOHN PAUL  
DEJORIA

"SUCCESS  
unshared is failure."





**25% of our  
gardening  
families are  
disabled**

**58% of our  
gardeners  
are female**

**1,525 families  
served since 2010**

**50 community  
gardens**

**67% of our  
2013 families  
were brand  
new to our  
program**

**99 Jobs  
funded**



A close-up photograph of several green corn cobs, showing the husks and the developing kernels. The corn is the central focus of the image, with a soft, natural light highlighting its texture and color.

**690 home  
gardens**

**577,185 pounds of  
food grown in 2013**

**594  
children  
in our  
program**

**28% of our gardening  
families are below the  
national poverty line**



# Our Approach to Gardening

Grow Appalachia embraces an approach to gardening that mixes tradition with innovation—science assisted craft agriculture. We work with partner sites who have been passing seeds and methods down for generations. And we also work with partner sites who are attempting technologies primarily utilized in other parts of the world. We encourage our gardeners to minimize petroleum usage in their gardens and utilize organic fertilizers and seeds. We aren't just showing folks how to garden or just giving them the resources to garden, we're showing them how to grow food in the healthiest way possible while looking after Mother Nature too!





## **Commercial Kitchens:**

Once you have solved the challenges of producing quality vegetables the next step is understanding how to preserve the excess for your family and/or local consumers. In the not-so-distant past, Community Kitchens were commonplace in towns throughout central Appalachia. In partnership with communities that are involved with Grow Appalachia we are restoring this valuable resource. Our work developing and equipping community based commercial kitchens has allowed individuals to learn to process, package and preserve their harvest for future use and value added sales.

## **Drip Irrigation:**

A technology that we are utilizing in high tunnels as well as in the field is "drip irrigation". Drip irrigation is a way to irrigate crops in a controlled, efficient manner right at the soil surface just above the root zone of the plants. Through flat pieces of drip line, water and fertilizer can be precisely delivered to the plant with little loss to evaporation or overspray. Drip irrigation works on very low pressures which makes it possible to utilize gravity fed water systems in conjunction with rain collection. This flexibility helps to utilize low resource and low-impact sustainably designed systems that benefit the farmer, local water resources, and production yields.

## **High Tunnels:**

As part of the mission at Grow Appalachia to help folks grow more of their own food, we are constantly searching for technologies that will allow for more vegetable production. One way we have found to do this is through high tunnels. A high tunnel is a season extension tool that facilitates the production of fresh vegetables twelve months a year. Also known as a "hoop house", the tunnel is made of metal ribs covered in greenhouse plastic. The benefit comes from the ability to manage the growing environment—temperature, irrigation, light (to some extent) and weather extremes. This management provides an opportunity to grow quality vegetables in a more consistent and planned manner year round!

## **Chickens & Bees:**

Holistic and heart-healthy diet approaches within the program also include our apiary and chicken support. Grow Appalachia has funded expansions of existing colonies as well as new colony start-ups for bee and honey management. Bees play an active role in the production of organic produce through pollination as well as provide value added resource for the hive managing farmer sharing in the honey harvest. Grow Appalachia also helps families gain the clean protein they need through supporting backyard scale chicken and egg production. Chickens help by eating pest insects on plants, eating garden scraps and provide a high nitrogen manure for the compost pile. These programs help our gardeners in production and in diet.



# Our Gardeners

*"Preserving food is not only good for the stomach, but good for the soul. It is a satisfying feeling to see the rows of jars lined up on the pantry shelves and know that you accomplished all that with your own two hands."*

-Brenda Campbell,  
People Encouraging People

*"When we look back on this year, we don't remember the sweating in the summer heat or our aching backs after a long day of work. It's those little moments with friends and survivors that matter most."*

-the ladies of Greenhouse17



*"I have developed a deeper appreciation for the work that so many farmers put in to help grow the fruits and vegetables that are consumed each day."*

-Candace Clark, Intern at the Laurel County  
African American Heritage Center

*"In this day and age we are optimistic that as we work with families towards food security, that can be synonymous with healthy foods."*

-Daphne Gooding,  
the Big Ugly Community Center





*"We are really seeing the impact this program is having in our community."*

-Chad Brock, Red Bird Mission

*"The jail's freezer is stock piling nicely, so much so, that the space is becoming scarce, which is a good problem to have."*

-Amy Dunzweiler, the Cumberland Valley District Health Department

*"We have heard from our gardeners that through this program they have had less of a struggle to feed their families each month with food that is delicious and healthy."*

-Gail Mills, Director of Project Worth



*"It's been a fun and educational year for everyone, and we hope to continue learning and sharing more every year."*

-Appalachia- Science in the Public Interest

*"One of the most enjoyable aspects of Grow Appalachia is seeing all the hard work of participants and volunteers coming to fruition."*

-Lisa Cotton, Scott County Christian Care Center





**WE WOULD  
LIKE TO SAY  
THANKS TO:**

**JOHN PAUL DEJORIA**

**OUR PRIMARY DONOR AND THE  
GRANDFATHER OF GROW APPALACHIA**

**OUR OTHER DONORS**

**WHO HAVE RECOGNIZED  
GROW APPALACHIA AS AN  
INSTRUMENT OF SUSTAINABLE CHANGE  
IN CENTRAL APPALACHIA**

**AND OUR PARTNERS**



**WE COULD NEVER DO THIS ALONE.**