



GROW
APPALACHIA



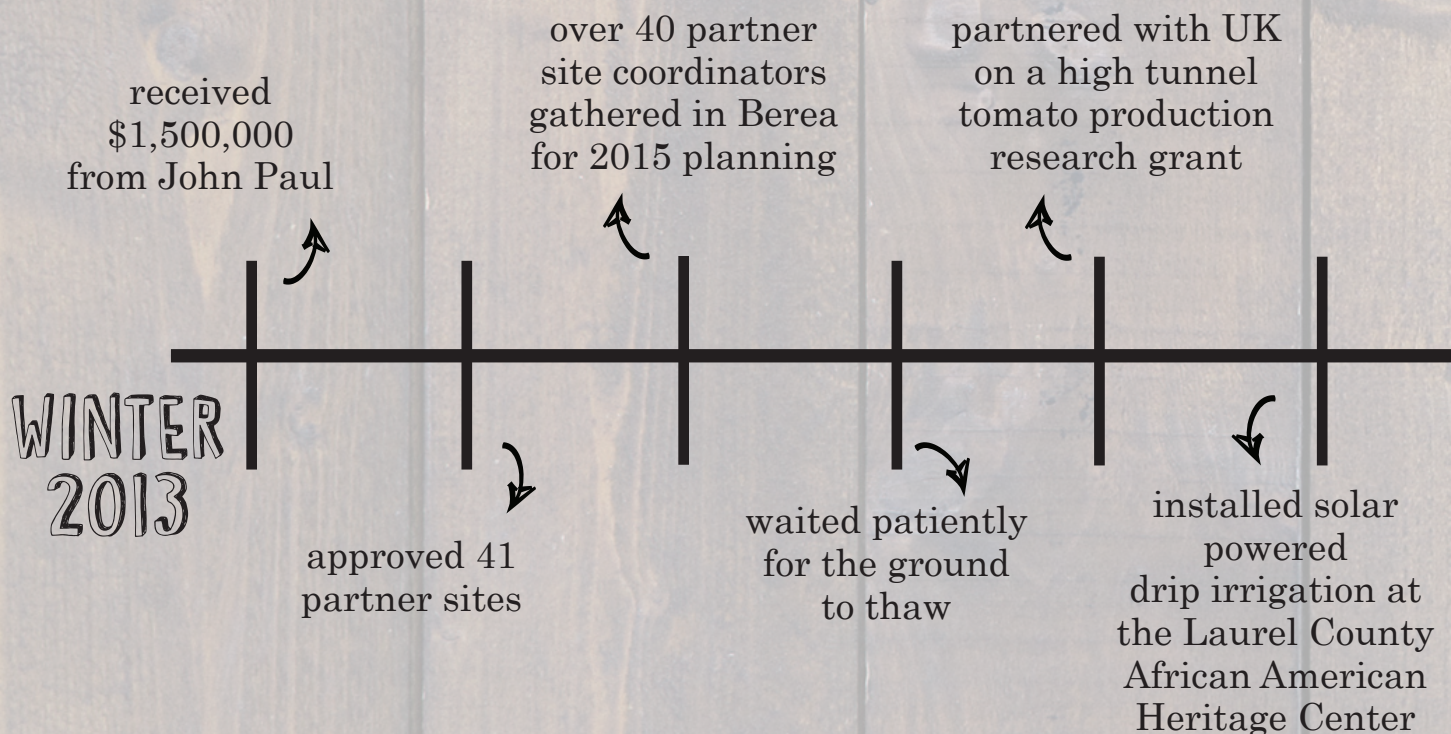
2014 ANNUAL REPORT

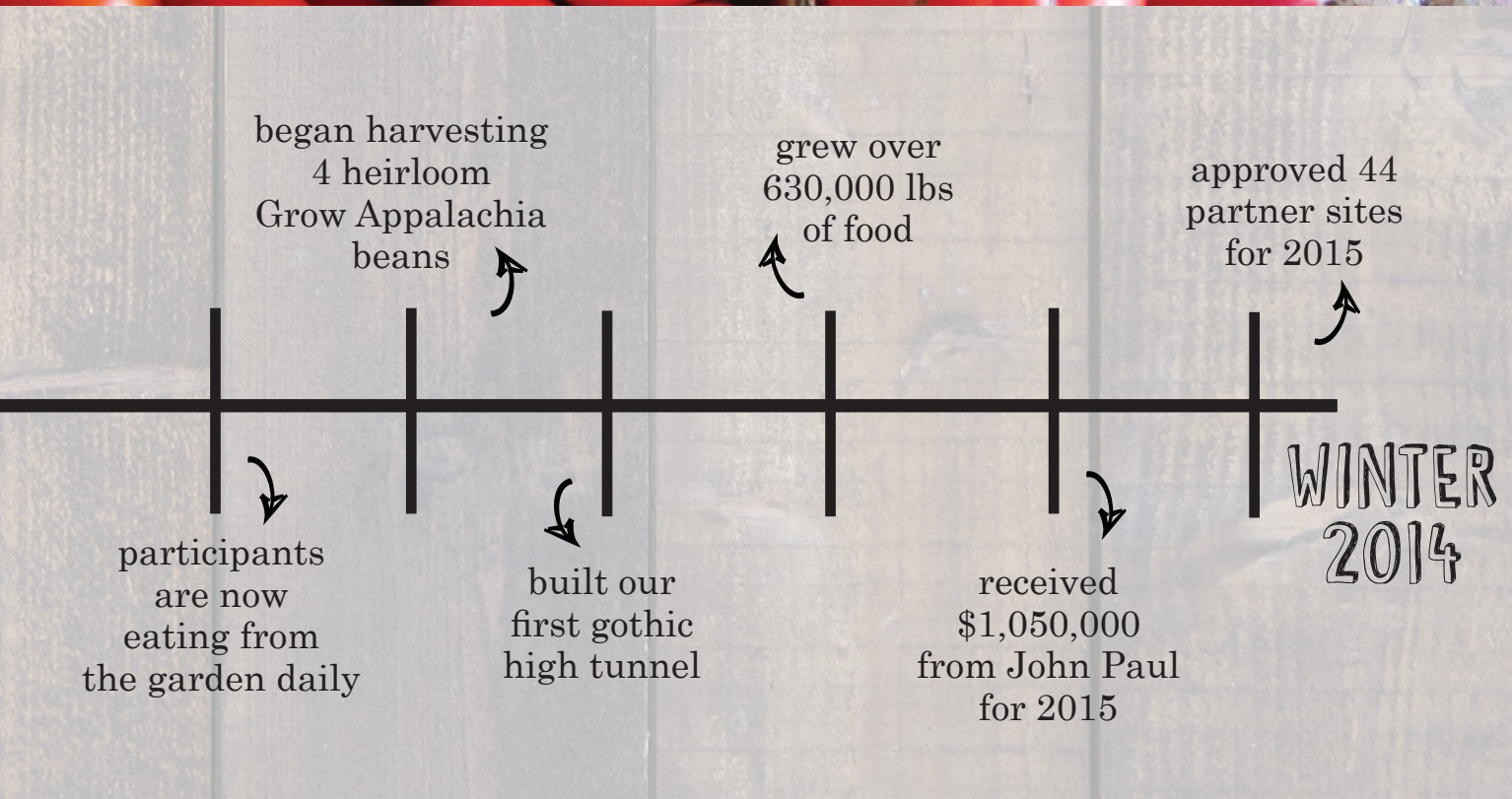


5 YEARS OF FOOD SECURITY

Grow Appalachia was created 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 of 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.







OUR 2014 PARTNERSHIPS

Grow Appalachia partners with organizations that are already embedded in communities to make sure that families learn to grow their own food with the help from their neighbors and community members. We take pride in the diversity of partnerships we have and feel that to truly have impact in the Appalachian region, work must be on the ground and in the ground.

In 2014, Grow Appalachia worked with over 40 organizations in 5 states and 54 counties. These partner sites taught educational classes, distributed seeds, tools, organic fertilizer and technical support to over 2,800 families.

DRUG REHABILITATION CENTERS

Chad's Hope
WestCare Estill Co., KY
WestCare Ashcamp, KY

ENVIRONMENTAL EDUCATION ORGANIZATIONS

Appalachian Sustainable Development
Appalachia- Science in the Public Interest

SETTLEMENT SCHOOLS

Hindman Settlement School
Lotts Creek Settlement School
Pine Mountain Settlement School

EXTENSION OFFICES

Breathitt Co., KY
Wolfe Co., KY

COMMUNITY CENTERS

- | Appalachian South Folklife Center
- | Cowan Community Center
- | Lend a Hand Center
- | Laurel County African American Heritage Center
- | People Encouraging People
- | Project Worth
- | Step-by-Step (Lincoln & Logan Counties)

FOOD-CENTERED PROGRAMS

- | Berea Community East Ridge Garden
- | Build It Up East TN
- | Grow Local Go Local
- | Market in the Park
- | Union County Community Garden Coalition

DOMESTIC VIOLENCE SHELTERS

- | Bethany House Abuse Shelter
- | GreenHouse17

VETERAN PROJECTS

- | WV Veterans to Agriculture

STATE PRISONS

- | Bell Co. Forestry Camp

HEALTH PROGRAMS

- | Scott County Christian Care Center
- | Sustainable Pike County
- | Sustainable Williamson

EDUCATIONAL PROGRAMS

- | Highland Educational Project
- | Lincoln Memorial University

RELIGIOUS INSTITUTIONS

- | Episcopal Church of our Saviour
- | Red Bird Mission
- | St. Timothy
- | St. Vincent Mission

YOUTH-DEVELOPMENT PROGRAMS

- | Appalachian Challenge Academy
- | High Rocks for Girls
- | Rural Resources

FARM-TO-SCHOOL

- | Owsley County High School

OUR 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 allow for increased 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!

Grow Appalachia manufactures high tunnel kits that are sold to growers in Central Appalachia. Grow provides a full day's labor support to get the tunnels up and producing. We see the production support as important as the tunnel itself. Production planning is paramount to making these tunnels pay for themselves. Grow provides production manuals from Au Naturel Farm as well as technical support from the Grow Appalachia offices.





OUR GOTHIC TUNNEL

Our larger 15ft by 48 ft Gothic (peaked roof) tunnel brings wholesale production to the small plot intensive producers. Utilizing many of the same quality designs in our Quonset tunnel—the gothic tunnel expands the height to 9 ft and the increase of interior volume allows for greater heat storage. Grow has chosen to install 5 foot high roll up sides which dramatically increase air circulation which assists in disease control. Our gothic tunnel also utilizes the rolling barn door system which cost a little more initially but will last much longer than a hinged door.



OUR QUONSET TUNNEL

Our 12ft by 40 ft Quonset (round roof) tunnel utilizes commercial designs including ridge pole, two purlins, roll up sides, a sliding barn door, and 6mil 4year greenhouse plastic covering. The roll up sides allow for ventilation, the purlins can be utilized to support trellising of heirloom tomatoes and beans, and the sliding barn door design will last as long as the structure with very little adjustment.

COMMERCIAL KITCHENS

Grow Appalachia's emphasis on commercial kitchen development is a natural extension of its mission to help folks help themselves. While our growers use their harvests to feed themselves and share with their communities, we encourage them to take sustainability to the next level by introducing their goods to the market. One of the strongest avenues for market success is valued-added production, which commercial kitchens make possible for whole communities of growers.

Our general approach involves working with already-established non-profits to build communities from within, and our work with commercial kitchens proceeds from that same philosophy. In our kitchen development with sites like the Scott Christian Care Center and Greenhouse 17, we focus on remodeling existing structures. By inventorying current resources, we maximize the impact of our investments and add a whole new dimension to the idea of "value-added" production.

THE SCOTT CHRISTIAN CARE CENTER COMMERCIAL KITCHEN



The Scott Christian Care Center commercial kitchen was the result of renovations that took place at the Center, beginning in 2014. It includes ample cooking space and a seating area for participants that are attending classes and workshops. This kitchen will go on to produce value-added products that will be sold at the Scott County farmer's market, restaurants, and an online store.

REFLECTIONS FROM OUR GARDENERS

"I found being a volunteer with Grow Appalachia to be very rewarding. Sometimes I think we take the little things, or what we think are the little things, for granted, like food and where it comes from. Without Grow Appalachia in our school I would not have the perspective and attitude towards life that I do now. The program has made me grateful and I've found myself inspired to give more of myself".



MORGAN IVEY

PAUL MITCHELL THE SCHOOL GINGINNATI



SARAH GREEN

APPALACHIA- SCIENCE IN THE PUBLIC INTEREST

"Reflecting on the day made me realize that gardening was a meaningful way for family and friends to bond. Working corn is kind of a tradition for us, and we get to spend the day hanging around talking while also preparing the corn that will be served at Thanksgiving, Christmas, and other meals throughout the year."

"In October of 2011 I started working at St. Vincent Mission in a position that had great perks—real food, wonderful stories and playing in the dirt. I was the new Grow Appalachia program director and greener than a green tomato. Three years later I have been blessed beyond my wildest dreams. The real food sparked a desire to create a local food economy where more people could eat healthier. The wonderful stories became relationship with real people who worked very, very hard to put food on their own tables and those of their neighbors. And the dirt? Well I have come to recognize and respect dirt more than anything else. Except for maybe the people who nurture it."



SISTER KATHY CURTIS

ST. VINCENT MISSION



REFLECTIONS FROM 2014

5 STATES
54 COUNTIES



\$728,015
RESOURCES
LEVERAGED

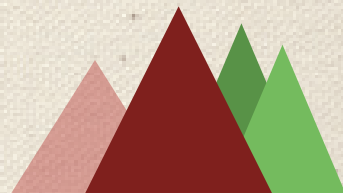


\$95,802 REVENUE GENERATED

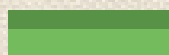
636,771 POUNDS GROWN



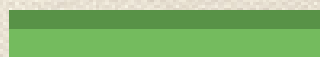
312 PARTNERSHIPS



567 WORKSHOPS



2,907 FAMILIES



5,625 GARDENERS

REFLECTIONS FROM THE DIRECTOR



DAVID COOKE
GROW APPALACHIA DIRECTOR

When John Paul DeJoria and I set Grow Appalachia in motion six years ago I don't think either of us foresaw the enormous growth of this very successful program. Starting in 2010 with four sites all in Eastern Kentucky and working with 97 families we have grown into the largest program of its kind in the country moving into 2014. Grow Appalachia served 2812 Appalachian families through 43 partner sites, producing 670,000 pounds of organic fruits and vegetables and impacting over 21,671 individuals in five states.

While staying true to our basic mission of "helping as many Appalachian families grow as much of their own food as possible" we have moved steadily into the areas of community kitchens, value-added production, food hubs and high tunnel manufacturing.

Nothing brings diverse mixes of people together like good food – growing it, preserving it, cooking it and, yes, eating it. We are building a better Appalachia one garden, one family, one community at a time.

I am also an avid gardener and really enjoy cooking and canning the produce from my garden. Some of the best times I have spent with my young daughter have revolved around these activities. Much of what I know I learned the hard way, self-instructing and making many mistakes. That makes the success of the rich educational component of Grow Appalachia that much more satisfying as I think of our work bringing families and communities closer together.

PLANS FOR 2015



Grow Appalachia will be growing in many ways in 2015! While we will be working with a similar amount of partner sites this year, we will have an increased focus on market development as well as more diversity in the partnerships and geographic range of our partner sites. Our gardeners will work towards cooperative production and marketing practices through increased educational opportunities in value-added and marketing production. As a whole, Grow Appalachia is expanding its heirloom seed production and distribution network, while also growing considerably in the high tunnel business. We are excited for the coming growing months and the work that will be accomplished this year with our gardeners in the region!



OUR NEW SITES

ALDERSON COMMUNITY FOOD HUB, in Alderson, West Virginia, is a community food security and local food access organization. The Food Hub's mission is to connect everyone from producers to consumers in the Greenbrier Valley, provide access to nutritious food, and cultivate participation and awareness of sustainable food systems.

COMMUNITY FOOD INITIATIVES is a 20-year membership-based grassroots organization in Athens, Ohio. The mission of CFI is to support a local food movement that ensure equitable access to fresh, healthy food in the region.

THE DAVID SCHOOL, located in Floyd County, Kentucky, is a small, non-traditional private school for young people who have fallen through the cracks in larger public schools. Beginning as a subsidiary of the St. Vincent Mission program, the school received a grant from the Bingham Foundation, to begin their new Grow Appalachia program, the Inch by Inch Project. They currently operate a small garden and two high tunnels, with students becoming increasingly involved.

LINWOOD LEARNING ADVENTURES & COMMUNITY DAYCARE is a not-for-profit community owned and operated learning program. Linwood focuses on unique learning experiences, with an emphasis on health and the outdoors.

MAGOFFIN COUNTY EXTENSION in Salyersville, Kentucky, works with organizations, groups, families, and individuals throughout the county to provide educational opportunities in the areas of agriculture and natural resources, family and consumer sciences, and 4-H youth development.

SPROUTING HOPE is a 501(c)3 that is feeding the community by growing and sharing healthy food. With a focus on empowerment, they work with low-income communities to volunteer at the garden, share the harvest, and gain skills needed to grow their own food. All food is distributed equally to garden volunteers, food pantries, free clinics, senior centers, and local churches with the vision of everyone having access to fresh, healthy food.

ST. JOHN'S EPISCOPAL CHURCH in Corbin, Kentucky, has been serving the tri-county region of Knox, Laurel, and Whitley Counties since 1890. As a new site for Grow Appalachia, St. John's will be utilizing a portion of the St. John's Community Park for community gardens, with some off-site gardens.

WOLFE COUNTY EXTENSION, nestled between the Red River Gorge and Natural Bridge State Park, this first-year site seeks to empower ten families to grow fruits and vegetables for home consumption to improve family health and increase food security. In addition, lessons and assistance with basic gardening practices, canning and food preservation, water harvesting, and seed saving will be offered.



...WHY WE DO



OUR PRIMARY FUNDER,
JOHN PAUL DEJORIA

“Success unshared is failure.” -John Paul DeJoria



WHAT WE DO...

ONCE AGAIN, OUR THANKS TO JOHN PAUL DEJORIA, THE FATHER OF GROW APPALACHIA, WHO RECOGNIZES THAT CHANGE STARTS ONE FAMILY AT A TIME.





Grow Appalachia

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