

**NATIONAL GARDENING ASSOCIATION  
SPECIAL REPORT**

# **GARDEN TO TABLE**

**A 5-YEAR LOOK AT  
FOOD GARDENING IN AMERICA**



Garden.org | KidsGardening.org

# AMERICA'S HOME HARVEST

NGA REPORT SHOWS TREMENDOUS GROWTH IN FOOD GARDENING DURING PAST FIVE YEARS



## 1 IN 3 HOUSEHOLDS ARE NOW GROWING FOOD

HIGHEST OVERALL PARTICIPATION AND SPENDING LEVELS SEEN IN THE UNITED STATES IN A DECADE

*Details on page 4*

## MORE MILLENNIALS ARE GROWING THEIR OWN

HIGHEST INCREASES AMONG 18-34 YEAR OLDS, URBAN AREAS, AND HOUSEHOLDS WITH CHILDREN

*Details on page 8*

## GROWTH IN ALL TYPES OF FOOD GARDENING

DRAMATIC INCREASES IN ALL TYPES OF FOOD GARDENING OVER THE PAST FIVE YEARS

*Details on page 14*



The National Gardening Association (NGA) is proud to release this special report, *Garden to Table: A 5-Year Look at Food Gardening in America*, examining the trends, compiling the statistics and analyzing the data around food gardening. This report reveals that there is a food revolution taking place in America. Countless communities, schools, and families are growing more of their own food!

Today, food gardening is at the highest level in more than a decade. In the past five years alone, spending on food gardening has increased 43%, urban gardeners have increased by 29%, and, most encouragingly, young people – the Millennials – have become the fastest growing segment of the population to start a food garden. Young people have begun to champion the connection between growing food, eating well and healthy living.

There are many reasons to explain the rise in these numbers. Certainly, the leadership of First Lady Michelle Obama, USDA, and HHS stand out. Increased engagement from community based organizations, schools, educators, and families also play a significant role. So too does the fact that more Americans care about what they eat, where their food comes from, and want to play a greater role in the garden to table process.

While NGA's five-year report shows our country moving in the right direction, we must continue to build on this momentum. Right now, there are 16 million children in America struggling with hunger. Food deserts are still commonplace and obesity coupled with poor nutrition remains at epidemic proportions. These are some of the reasons why the NGA, through [Garden.org](http://Garden.org) and [KidsGardening.org](http://KidsGardening.org), has worked for the past forty years to help grow food gardens in communities throughout the country.

We hope this report helps inspire even greater participation in food gardening. NGA will be here to help with grant programs, free online gardening and educational resources, and a full catalog of supplies and educational curriculum available online at [GardeningWithKids.org](http://GardeningWithKids.org). We invite you to join us as we work to make gardening a fun, healthy, and successful learning experience for everyone.

Michael Metallo  
President and CEO, National Gardening Association

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**Polling** – Published by arrangement with Harris Interactive, Inc. Data presentation and calculations are the responsibility of the National Gardening Association.

# 1 IN 3 HOUSEHOLDS ARE NOW GROWING FOOD

HIGHEST OVERALL PARTICIPATION AND SPENDING LEVELS SEEN IN THE UNITED STATES IN A DECADE



**35% OF ALL US HOUSEHOLDS (42 MILLION) PARTICIPATED IN FOOD GARDENING IN 2013 – AN OVERALL INCREASE OF 17% IN ONLY 5 YEARS**

**TOTAL SPENT ON FOOD GARDENING ROSE 40% FROM \$2.5 BILLION IN 2008 TO \$3.5 BILLION IN 2013**

**FOOD GARDENING FOUND NEW MOMENTUM IN 2009 WITH A 20% INCREASE IN FIRST TIMERS AND STEADY GROWTH INTO 2013**

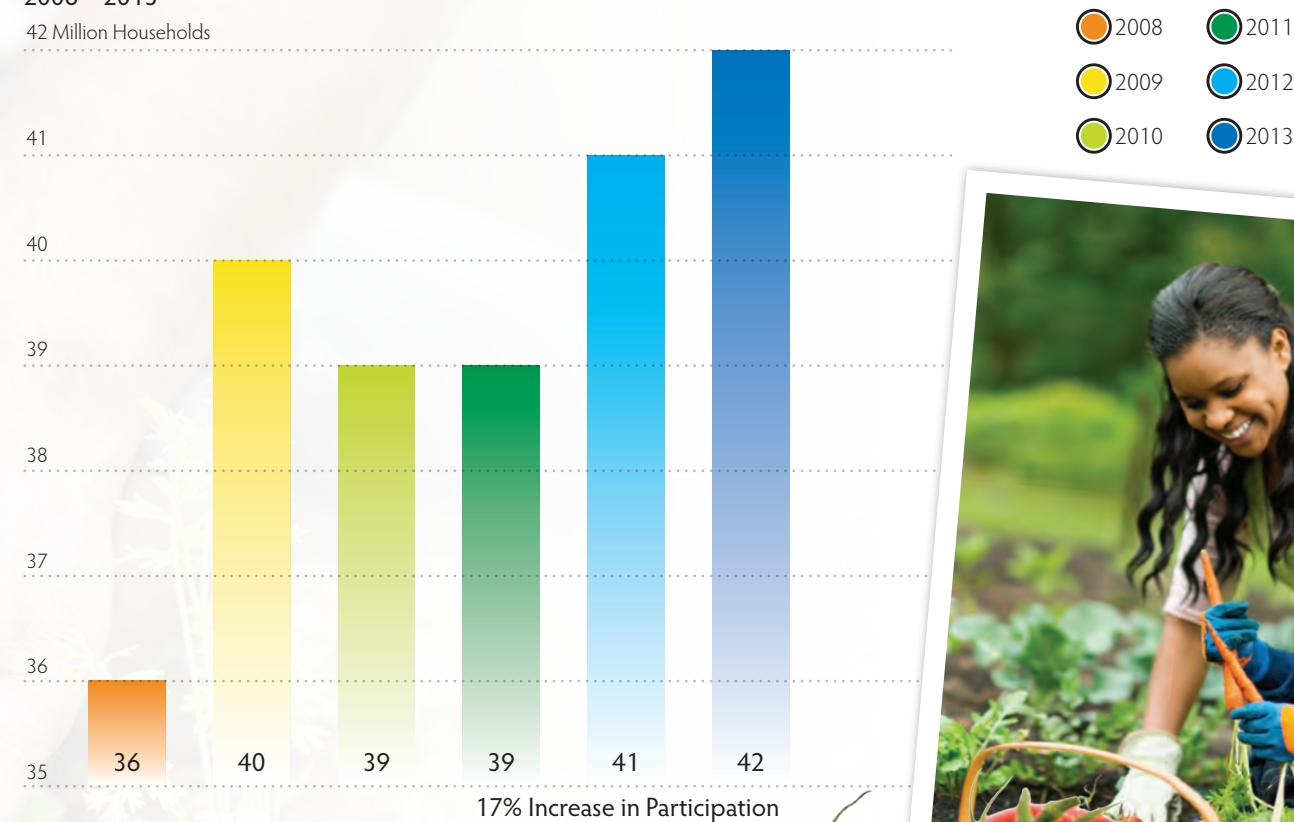
The number of households participating in food gardening from 2008 to 2013 grew from 36 million households to 42 million households. That's an overall increase in participation of 17% in 5 years and a compound annual growth rate of 3% a year. The largest increase occurred from 2008 to 2009 when participation in food gardening increased by 4 million households, or 11% in one year.

NGA conducted a research study that asked a representative sample of food gardeners in 2009 how much of a motivating factor economic conditions were in deciding to grow vegetables, fruit, berries or herbs and found that 14% said very much, 20% said a fair amount, and 26% said somewhat. While better tasting food is the most important reason why people participate in food gardening, economic uncertainty was a motivator for a majority of food gardeners. In fact, 20% or 8 million food gardeners said that 2009 was the first year they participated in food gardening. Perhaps not coincidentally, the White House Kitchen Garden and the "Let's Move" Initiative was launched by First Lady Michelle Obama in 2009, along with other U.S. Department of Agriculture (USDA) initiatives encouraging Americans to grow and eat healthy foods.

Since 2009 some first time gardeners have dropped out, causing a dip from the high growth in 2010. This stabilized in 2011 and was followed by steady growth upward through 2013. Both 18-34 year olds and households with annual incomes of \$75,000 and over showed large increases in food garden participation. This is good news because it's the first time NGA has seen significant numbers of Millennials start and continue to grow a food garden. In 2013, 13 million 18-34 year olds were the second largest group of food gardeners, with age 55 and over being the largest at 15 million households. We were also encouraged by the 38% increase in food gardening households with less than \$35,000 annual income.

## Household Food Garden Participation 2008 – 2013

42 Million Households



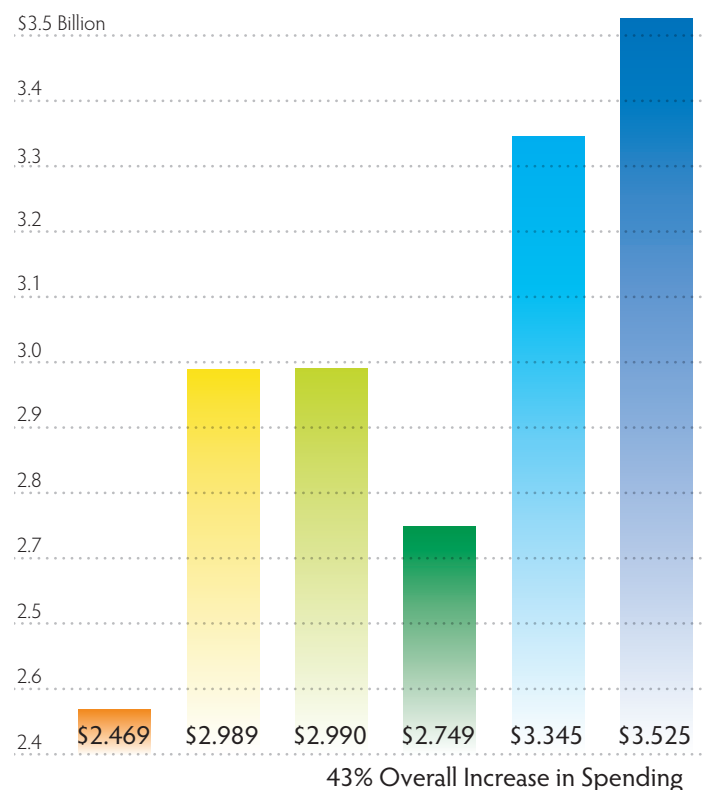


# 2013 SHOWS HIGHER HOUSEHOLD PARTICIPATION AND SPENDING ON FOOD GARDENING

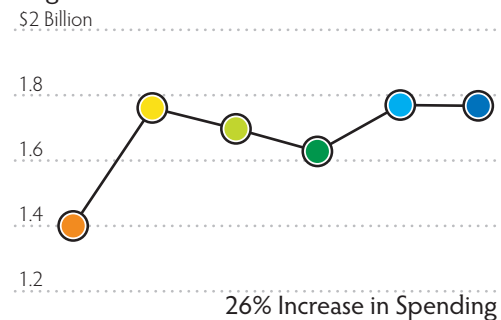
● 2008 ● 2009 ● 2010 ● 2011 ● 2012 ● 2013

## Household Food Garden Spending

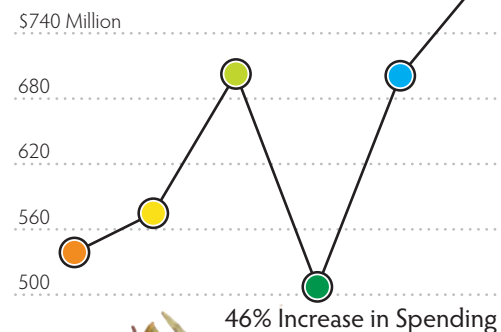
Total Spent on All Food Gardening



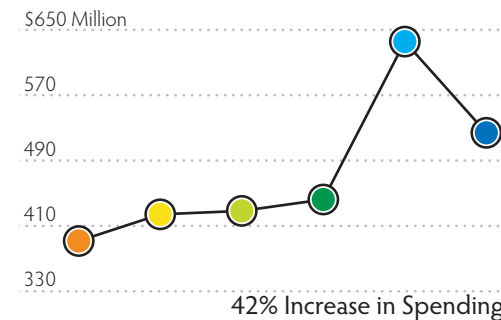
### Vegetables



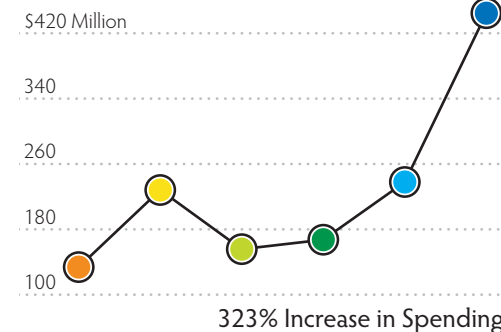
### Fruit Trees



### Herbs



### Berries



If we are to assume that household spending patterns reflect those activities that matter most, then food gardening was definitely of interest as spending on it rose. From 2008 to 2013 the total amount spent on food gardening ranged from \$2.5 billion in 2008 to \$3.5 billion in 2013 – an overall increase

### HALF OF ALL FOOD GARDENING SPENDING IN 2013 WAS ON VEGETABLE GARDENING

in total spending of 40% in 5 years and a compound annual growth rate of 7%. More Americans are spending their time and clearly their money on food gardening. Not surprising, the average dollars spent a year per household on food gardening from 2008 to 2013 ranged from \$70 in 2008 to \$85 in 2013. That's an overall increase of 21% in 5 years and a compound annual growth rate of 4%.

Half of all food gardening spending was on vegetable gardening. Of the \$3.5 billion total spent on food gardening in 2013, \$1.770 billion or 50% was spent on vegetable gardening, \$787 million or 22% was spent on growing fruit, \$522 million or 15% was spent on herb gardening, and \$446 was spent on growing berries. From 2008 to 2013 the rise by category was:

- Vegetable gardening sales were up 26%
- Fruit tree sales were up 46%
- Herb gardening sales were up 42%
- Berry growing sales were up 323%

More good news – food gardening in America fared well against overall do-it-yourself lawn and garden activities spending from 2008 to 2013. The total spent on food gardening increased 21% while spending on all other lawn and garden activities decreased by 7% for the same period.

*\*Most of the 2011 decrease, \$193 million or 80%, was in fruit tree gardening.*



# MORE MILLENNIALS GROWING THEIR OWN FOOD

HIGHEST PARTICIPATION INCREASES AMONG AGES 18-34, URBAN AREAS, AND HOUSEHOLDS WITH CHILDREN



**63% INCREASE IN MILLENNIAL PARTICIPATION IN FOOD GARDENING**

**29% INCREASE IN FOOD GARDENING AMONG URBAN HOUSEHOLDS, UP FROM 7 MILLION IN 2008 TO 9 MILLION IN 2013**

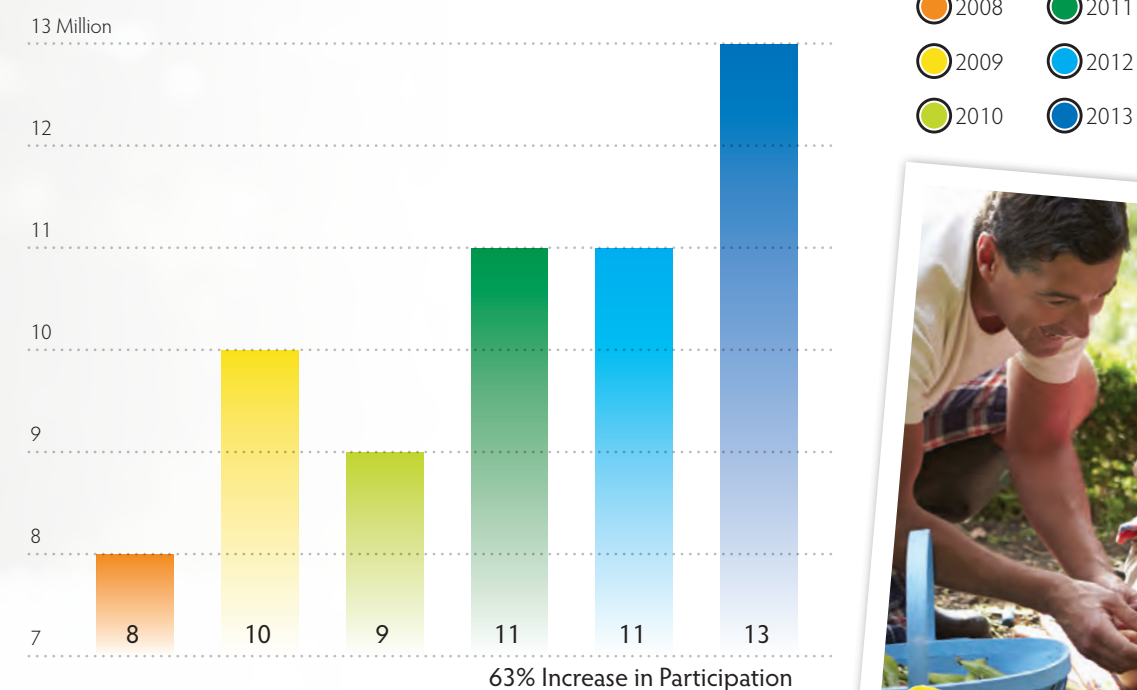
**2 MILLION MORE HOUSEHOLDS PARTICIPATED IN A COMMUNITY GARDEN IN 2013 THAN 2008 – A 200% INCREASE IN FIVE YEARS**

**HOUSEHOLDS WITH CHILDREN INCREASED PARTICIPATION 25% FROM 12 MILLION IN 2008 TO 15 MILLION IN 2013**

The big news for food gardening in the last five years is that the Millennials (18-34 year olds) have arrived. In 2008 there were 8 million Millennial food gardeners and in 2013 there were 13 million, an increase of 63%. In 2008 Millennials spent a total of \$632 million on food gardening, and in 2013 they spent a total of \$1.192 billion, an increase of 89%. In 2013 there were about the same number of participating 18 to 34 year old men (6 million) as women (7 million) compared to 3.2 million 18-34 year old men and 4.8 million 18-34 year old women in 2008.

Along with the rise in participation among Millennials, more households in urban areas and those with children began food gardening over the past five years. Urban area participation rose 29% from 7 million in 2008 to 9 million in 2013 and households with children grew from 12 million in 2008 to 15 million in 2013 – an increase of 25%. In addition to these encouraging statistics, 38% more households with incomes under \$35,000 were food gardening in 2013 as compared with 2008 findings.

**Food Garden Participation Among Millennials 2008 – 2013**

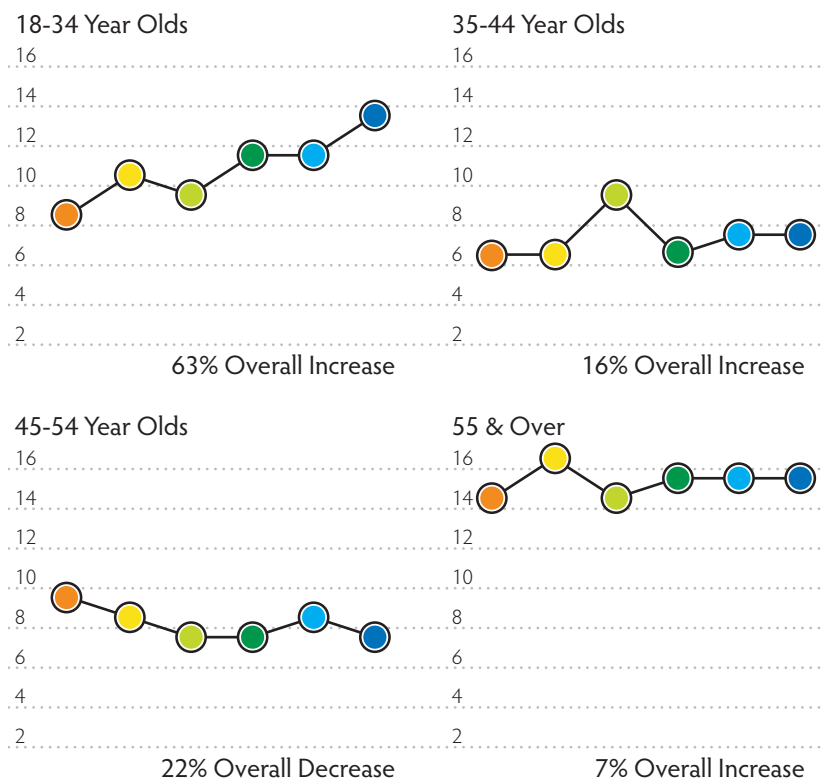




## PARTICIPATION UP ACROSS MULTIPLE DEMOGRAPHICS

2008 2009 2010 2011 2012 2013

### Food Gardening Across the Generations 2008 – 2013



### AGE

The largest increase in the number of food gardeners by age from 2008 to 2013 were households aged 18-34. Most food gardeners

**THE LARGEST INCREASE IN THE NUMBER OF FOOD GARDENERS BY AGE FROM 2008 TO 2013 WERE HOUSEHOLDS AGE 18-34**

ranked by age group in 2013 were 55 years of age and older, representing 36% of all food gardening households or 15 million in 2013. That's up 7% from 14 million in 2008. 31% of all food gardening households or 13 million in 2013 were 18-34 years of age, up 63% from 8 million in 2008. 17% of all food gardening households or 7 million in 2013 were 35-44 years of age, up 16% from 6 million in 2008. And 17% of all food gardening households or 7 million were 45-54 years of age, down 22% from 9 million in 2008.

### HOUSEHOLD SIZE

Most food gardening households ranked by household size in 2013 were 2-person households while the largest increase in number of food gardening households was seen in 5 or more person households. 38% of all food gardening households or 16 million in 2013 were two-person households, up 14% from 14 million in 2008. 31% of all food gardening households or 13 million in 2013 were 3-4 person households, up 8% from 12 million in 2008. 19% of all food gardening households or 8 million in 2013 were 1 person households, up 13% from 7 million in 2008. And 12% of all food gardening households or 5 million in 2013 were 5 or more person households, up 67% from 3 million in 2008.

### HOUSEHOLDS WITH CHILDREN

Good news for kids – even though most food gardening households ranked by whether there are children at home in 2013 were those without children at home – the largest

### MARITAL STATUS

Most food gardening households ranked by marital status in 2013 were married, while the largest increase in the number of food gardening households was seen among singles.

**THE LARGEST INCREASE IN FOOD GARDENING HOUSEHOLDS WAS SEEN AMONG THOSE WITH CHILDREN**

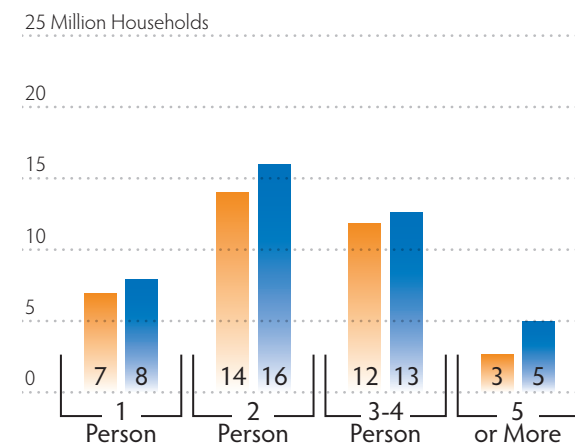
**THE LARGEST INCREASE IN THE NUMBER OF FOOD GARDENING HOUSEHOLDS WHEN RANKED BY MARITAL STATUS WAS SEEN AMONG SINGLES**

increase in food gardening households from 2008 to 2013 was seen in households with children. 64% of all food gardening households or 27 million in 2013 were households with no children at home, up only 13% from 24 million in 2008 while 36% of all food gardening households or 15 million in 2013 were those with children at home, up 25% from 12 million in 2008.

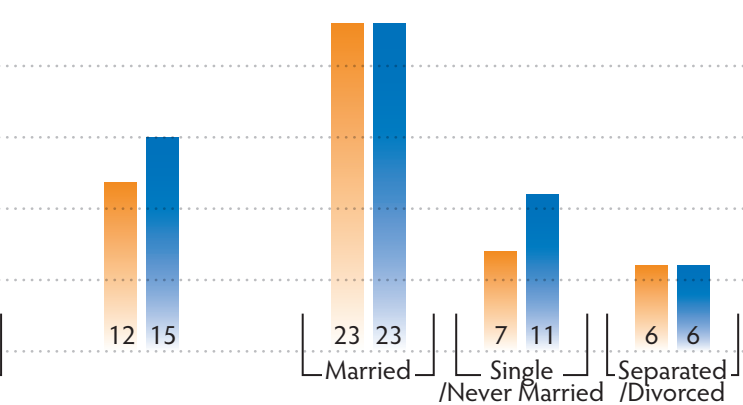
55% of all food gardening households or 23 million in 2013 were married, the same number as in 2008. 27% of all food gardening households or 11 million in 2013 were single, up 57% from 7 million in 2008. And 14% of all food gardening households or 6 million in 2013 were separated/divorced/widowed, the same as in 2008.



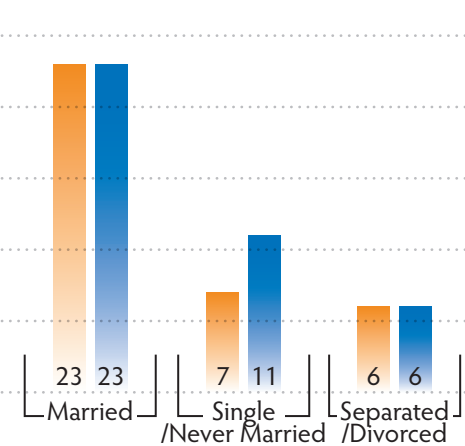
### Household Size 2008 v.s. 2013



### Households with Children 2008 v.s. 2013



### Marital Status 2008 v.s. 2013





# PARTICIPATION UP ACROSS MULTIPLE DEMOGRAPHICS

CONTINUED

● 2008 ● 2009 ● 2010 ● 2011 ● 2012 ● 2013

## EDUCATION

Most food gardening households ranked by education in 2013 were college graduates, while the largest increase in the number of food gardening households was seen in those with high-school educations. 37% of all food gardening

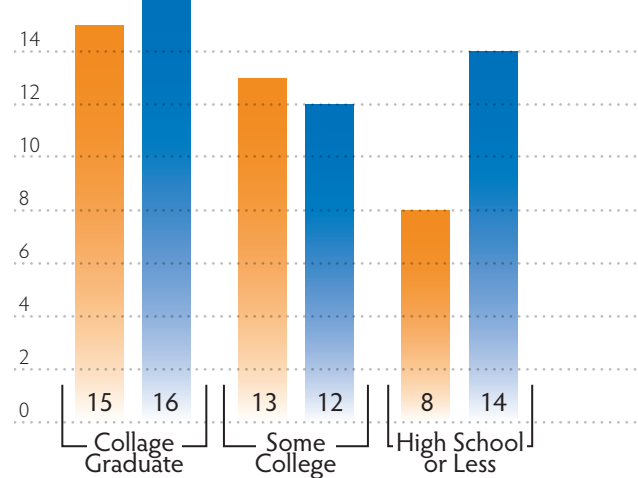
**THE LARGEST INCREASE IN THE NUMBER OF FOOD GARDENING HOUSEHOLDS WAS SEEN IN THOSE WITH HIGH-SCHOOL EDUCATIONS**

households or 16 million in 2013 were college graduates, up 6% from 15 million in 2008. 29% of all food gardening households or 12 million in 2013 have some college education, down 8% from 13 million in 2008. And 34% of all food gardening households or 14 million in 2013 have a high school education, up 75% from 8 million in 2008.

## Education Level

2008 v.s. 2013

16 Million Households



## INCOME

While most food gardening households ranked by income in 2013 were those with incomes of \$75,000, there was significant growth and participation among other income levels during the five year period. The largest increase in the number of food gardening households from 2008 to 2013 was also seen in households with incomes of \$75,000 and over. 35% of all food gardening

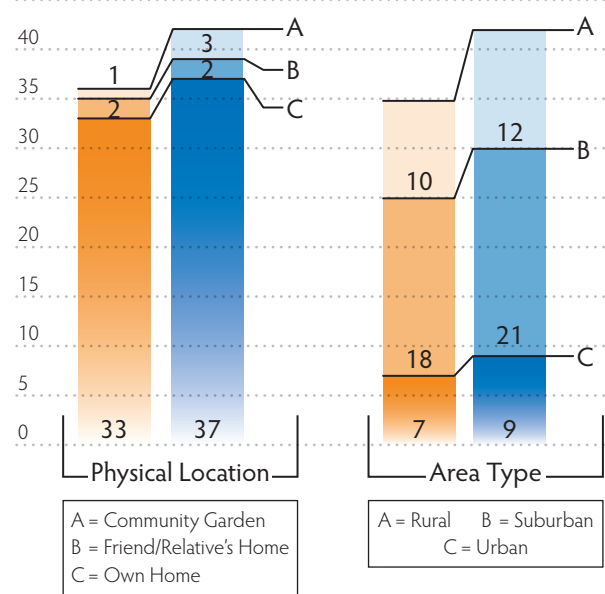
**WHILE MOST FOOD GARDENING HOUSEHOLDS RANKED BY INCOME IN 2013 WERE THOSE WITH INCOMES OF \$75,000 AND OVER, HOUSEHOLDS WITH INCOMES UNDER \$35,000 GREW TO 11 MILLION – UP 38% FROM 2008**

households or 15 million in 2013 were households with incomes of \$75,000 and over, up 87% from 8 million in 2008. 17% of all food gardening households or 7 million in 2013 were households with incomes of \$50-74,999, up 17% from 6 million in 2008. 14% of all food gardening households or 6 million in 2013 were households with incomes of \$35-49,999, down 33% from 9 million in 2008. And 26% of all food gardening households or 11 million in 2013 were those with incomes under \$35,000, up 38% from 8 million in 2008.

## Garden Location

2008 v.s. 2013

45 Million Households



## URBAN, SUBURBAN, RURAL

Most food gardening households ranked by whether people live in urban, suburban or rural areas in 2013 were in the suburbs. However the largest increase in food gardening households was seen in urban areas. 50% of all food gardening

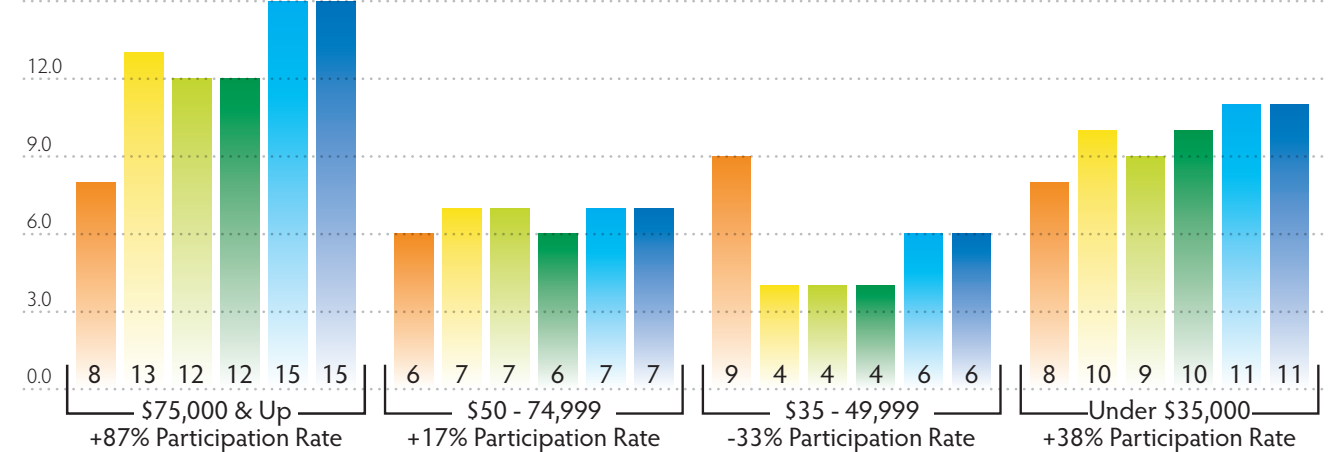
**THE LARGEST INCREASE IN FOOD GARDENING HOUSEHOLDS WAS SEEN IN URBAN AREAS**

households or 21 million in 2013 lived in the suburbs, up 17% from 18 million in 2008. 29% of all food gardening households or 12 million in 2013 lived in the rural areas, up 20% from 10 million in 2008. And 21% of all food gardening households or 9 million in 2013 lived in urban areas, up 29% from 7 million in 2008.

## Income per Year of Households Participating in Food Gardening

2008 – 2013

15.0 Million Households



# INCREASES IN ALL TYPES OF FOOD GARDENING

DRAMATIC INCREASES IN ALL TYPES OF FOOD GARDENING OVER THE PAST FIVE YEARS



76% OF ALL HOUSEHOLDS WITH A FOOD GARDEN GREW VEGETABLES, A 19% INCREASE SINCE 2008

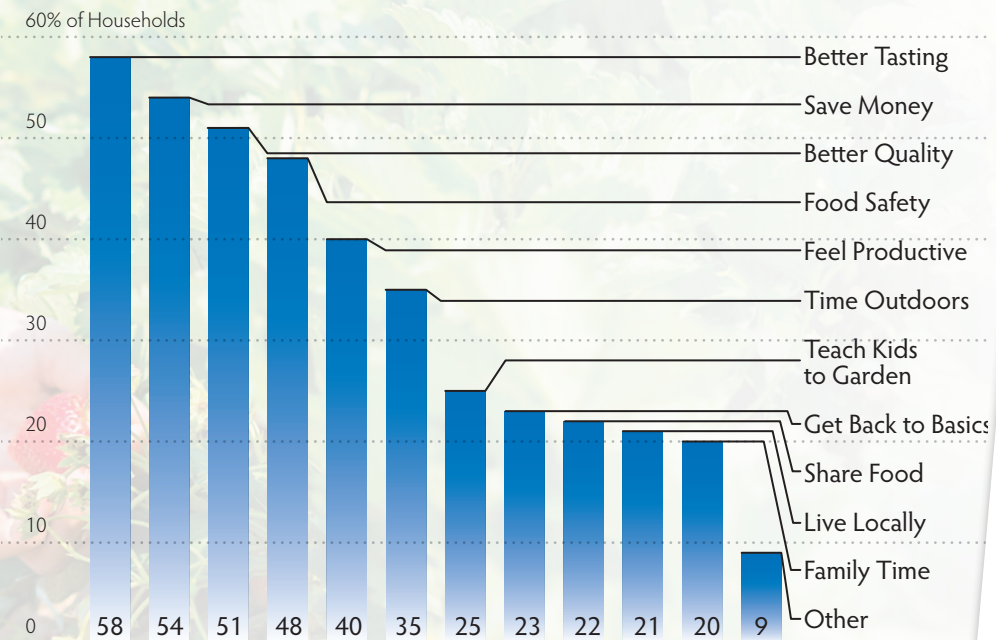
46% OF FOOD GARDENS INCLUDE CONTAINERS – PERFECT FOR SMALL SPACE GARDENING

EFFORTS ALL ACROSS THE COUNTRY ARE HAVING AN IMPACT ON THE MINDSET OF A NEW GENERATION OF AMERICANS

The reasons why people participate in food gardening (growing vegetables, fruit, berries and/or edible herbs) is very important to understanding what's driving the increases in participation over the last 5 years. The top three reasons given are to grow better tasting food (58%), to save money on food bills (54%), and to grow better quality food (51%).

When comparing types of food gardening with other household demographics we find that while all types of food gardening has grown in popularity since 2008, vegetable gardening is the most popular across urban, suburban, and rural communities as well as among participants of all education levels. More gardeners are also growing food in smaller spaces with the majority of gardens being 100sq feet or less. This includes a 46% increase in container gardening which has allowed people to grow fresh vegetables almost anywhere regardless of individual access to a traditional garden setting.

Reasons to Food Garden







# FOOD GARDENING BY CATEGORY: PRODUCE VARIETIES

2008 2009 2010 2011 2012 2013

## VEGETABLE GARDENING

Big scores for veggies on our plates! More households participate in vegetable gardening than any other type of food gardening activity. Of the 42 million households who participated in food gardening in 2013, 32 million or 76%

## HERB GARDENING

Herb gardening is the second most popular type of food gardening. There were 20 million herb gardening households in 2013 or 48% of all food gardeners. From 2008 to 2013 participation in herb gardening increased from 14 million

## FRUIT TREES AND BERRIES

Fourteen million households or 33% of food gardeners grew fruit trees in 2013, which makes it the third most popular type of food gardening. From 2008 to 2013 participation in growing fruit trees increased from 12 million households

the biggest increase in participation of all types of food gardening in the last 5 years. From 2008 to 2013 participation in growing berries increased from 7 million households in 2008 to 12 million households in 2013. That's an increase of



### PARTICIPATION IN VEGETABLE GARDENING FROM 2008 TO 2013 INCREASED THE MOST IN HOUSEHOLDS WITH HIGH SCHOOL EDUCATIONS

were vegetable gardeners. From 2008 to 2013 participation in vegetable gardening increased from 27 million households to 32 million households or 19% and grew at a compound average annual rate of 3%. Participation in vegetable gardening from 2008 to 2013 increased the most in households with high school educations and increased from 6 million households in 2008 to 11 million households in 2013 or 83%.

### PARTICIPATION IN HERB GARDENING FROM 2008 TO 2013 INCREASED THE MOST IN HOUSEHOLDS WITH INCOMES OF \$75,000 AND OVER

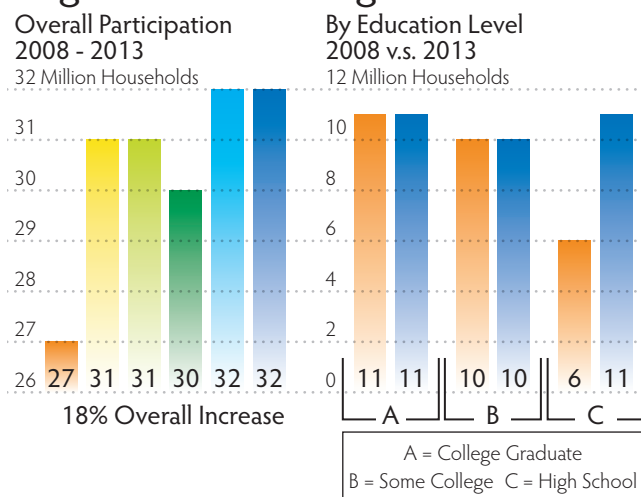
households to 20 million households or 43% and grew at a compound average annual rate of 7%. Participation in herb gardening from 2008 to 2013 increased the most in households with incomes of \$75,000 and over and increased from 5 million households in 2008 to 9 million households in 2013 or 80%.

### PARTICIPATION IN GROWING FRUIT AND BERRIES FROM 2008 TO 2013 INCREASED THE MOST IN HOUSEHOLDS 18 TO 34 YEARS OF AGE

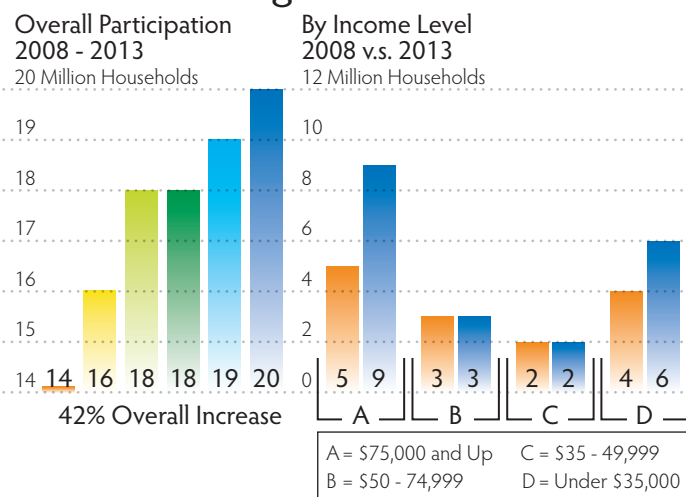
to 14 million households or 17% and grew at a compound average annual rate of 3%. Twelve million households or 29% of food gardeners grew berries in 2013, which makes it the fourth most popular type of food gardening. Growing berries, however, is the food gardening activity that has seen

71% and a compound average annual growth rate of 11%. Participation in growing berries from 2008 to 2013 increased the most in households 18 to 34 years of age and increased from 1 million households in 2008 to 3 million households in 2013 or 200%.

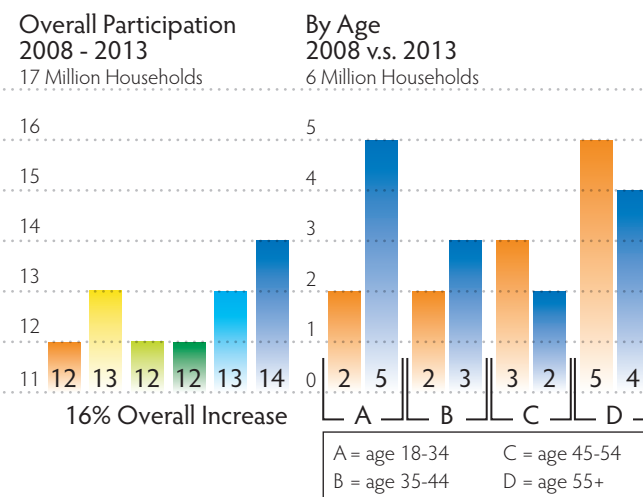
## Vegetable Gardening



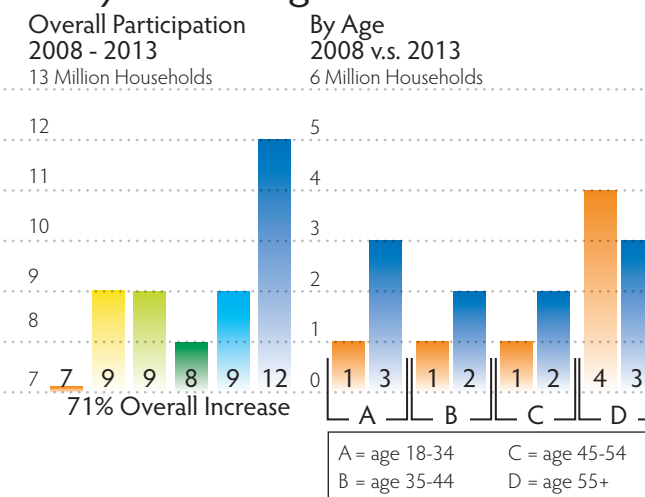
## Herb Gardening



## Fruit Trees



## Berry Gardening



Please Note: Overall participation numbers for each category of vegetable gardening (vegetable, herb, fruit trees, and berries) will equal more than the 42 Million participating households as indicated on page 5 as respondents were able to indicate participation in multiple types of gardening activities.



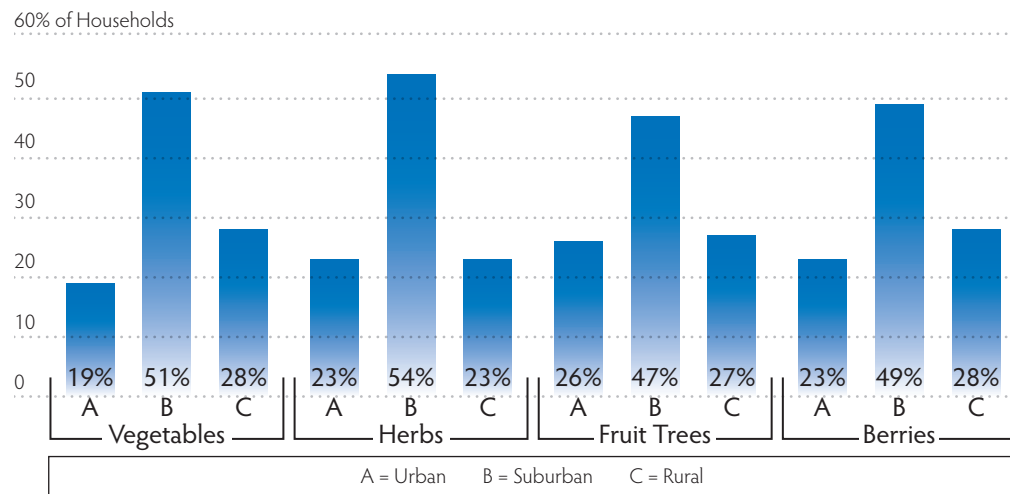
## FOOD GARDENING BY CATEGORY: GARDEN LOCATION AND SIZE

### FOOD GARDENING LOCATIONS

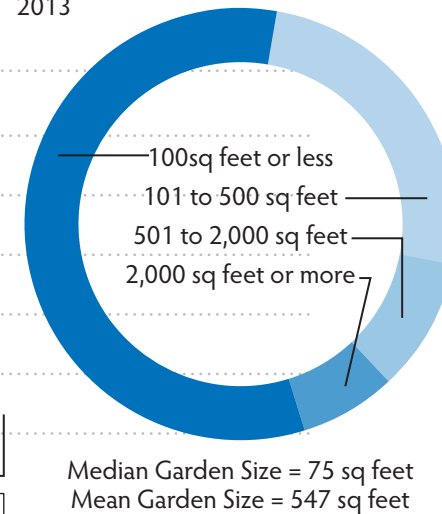
From 2008 to 2013 the number of home gardens increased by 4 million, the number of community gardens increased by 2 million, and the number of gardens at the home of a friend, neighbor, or relative stayed the same at 2 million. Of the 42 million food gardens nationwide in 2013, 37 million gardened at home, 2 million gardened at the home of a friend, neighbor, or relative, and 3 million food gardens in a community garden. When comparing this data to 2008, we see a rise in all locations when in 2008 there were 36 million food gardens; 33 million of which were at home, 2 million at the home of a friend, neighbor, or relative, and 1 million in a community garden.

**FROM 2008 TO 2013 THE NUMBER OF HOME GARDENS INCREASED BY 4 MILLION, THE NUMBER OF COMMUNITY GARDENS INCREASED BY 2 MILLION AND THE NUMBER OF GARDENS AT RELATIVES HOMES STAYED THE SAME AT 2 MILLION.**

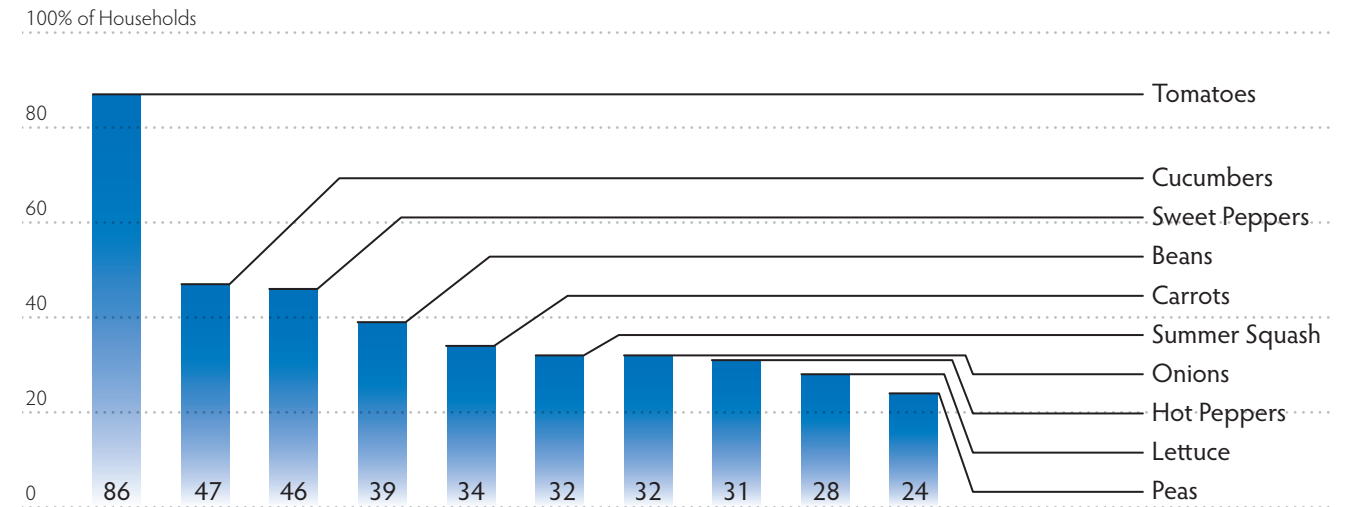
### Garden Types by Location 2013



### Garden Size 2013



### Top 10 Home Grown Vegetables



### METHODOLOGY AND THE DESIGN OF THE SAMPLE

The 2014 National Gardening Survey was conducted for the National Gardening Association by Harris Interactive with a representative sample of 2,054 U.S. Households from January 16-20, 2014 using the following methodology:

#### HARRIS INTERACTIVE

Harris Interactive is a leading market research firm, using Internet-based methodologies to provide its clients with information about the experiences and attitudes of people worldwide. Known for its Harris Poll, Harris Interactive has more than 40 years' experience in providing its clients with market research, including custom research, multi-client research, and customer relationship services. Harris Interactive uses state-of-the-art proprietary technology to conduct Internet research from a multimillion-member database of online panelists.

Harris Interactive's panel is recruited from a wide variety of sources. Harris Interactive effectively uses this panel to

conduct a variety of quantitative and qualitative consumer-based research.

#### SAMPLING PLAN

Stratified random samples are drawn from among the Harris Poll Online database members by age, gender, and region based upon their known proportions in the U.S. adult (18+) population. Estimates of the general population proportions are obtained from the most recent supplement to the Current Population Surveys (CPS). The gender proportions are then adjusted to account for the differential response rates of men and women.

#### WEIGHTING METHODOLOGY

These results were weighted to the general U.S. adult (18+) household population based on known proportions among this population for education, age and gender, race/ethnicity, region, and income level.





# NGA LEADING THE WAY

JOIN US IN HELPING GROW THE NEXT GENERATION



## FREE EDUCATIONAL GARDEN RESOURCES

BRING LEARNING INTO THE GARDEN WITH RESOURCES FOR SCHOOLS AND FAMILIES

## COMPETITIVE GARDEN GRANT PROGRAMS

OVER 10,000 GARDEN GRANTS AWARDED BENEFITING OVER 1.6 MILLION YOUTH NATIONWIDE

## SHOP WITH A PURPOSE AT GARDENINGWITHKIDS.ORG

FULL CATALOG OF GARDENING TOOLS WITH PROCEEDS SUPPORTING NGA PROGRAMS AND SERVICES

For more than 40 years, the National Gardening Association (NGA) has operated as a 501(c)3 nonprofit organization, growing to become a prominent nonprofit leader in promoting learning and personal growth through gardening.

Our organization is supported through the generous contributions of individuals, corporations, and educational institutions that share our vision to help empower every generation to lead healthier lives, build stronger communities, and encourage environmental stewardship through educational gardening programs.

One unique way NGA receives funding is through our nonprofit educational catalog – **GardeningWithKids.org** – a one-stop-shop for educators, parents, and gardeners of all ages with everything needed to build, maintain, and learn about gardening. All net proceeds from **GardeningWithKids.org** support NGA and our programs, resources, and garden grants.

NGA's grants, awards, and resources help to enrich the lives of children and adults involved with youth and community gardens. Since 1982, NGA's garden grant programs have benefited more than 1.6 million participants across America and around the world. Over 10,000 awards, totaling \$4 million, have been distributed to install or expand gardens at schools and community centers.

Nearly half of grant winners have been from low-income neighborhoods, often schools where many youth qualify for free or reduced lunch. Grants are given to schools, youth programs, and nonprofits that support and promote garden programming, touching the lives of the whole community.



## EDUCATIONAL GARDEN RESOURCES FOR EVERYONE

### OUR MISSION

Our mission is to empower every generation to lead healthier lives, build stronger communities, and encourage environmental stewardship through learning gardens. We fulfill our mission by providing information and support for youth and school gardening programs, home gardeners, and the lawn and garden industry – one child, one school, one community at a time.

### OUR WORK

**Youth and School Gardening** – Our celebrated youth garden programs ignite a lifelong passion for a sustainable world, improve knowledge of good nutrition, encourage healthful diet and exercise practices, and foster a sense of pride and empowerment, helping children plan and work together and be more involved in and feel more responsibility toward their community. Each year we serve more than half a million educators and young people, offering nearly 350 grants to schools nationwide.

**Home and Community Gardening** – Our mission is to help home gardeners grow – in health, knowledge, environmental awareness, and enthusiasm. In the many ways the NGA reaches gardeners, we help make home and community gardens greener and more productive. From vegetables, herbs, and fruits to trees, lawns, flowers, and houseplants, we provide the information needed to get started in the world of gardening and grow and maintain thriving, sustainable, and environmentally responsible food gardens and landscapes.

**Lawn and Garden Market Research** – NGA is a recognized authority on the U.S. consumer lawn and garden market. Published annually since 1973, the comprehensive National Gardening Survey, conducted by the Harris Poll, studies consumer gardening practices, industry trends, and retail sales in 120 categories.

### OUR MOTIVATION

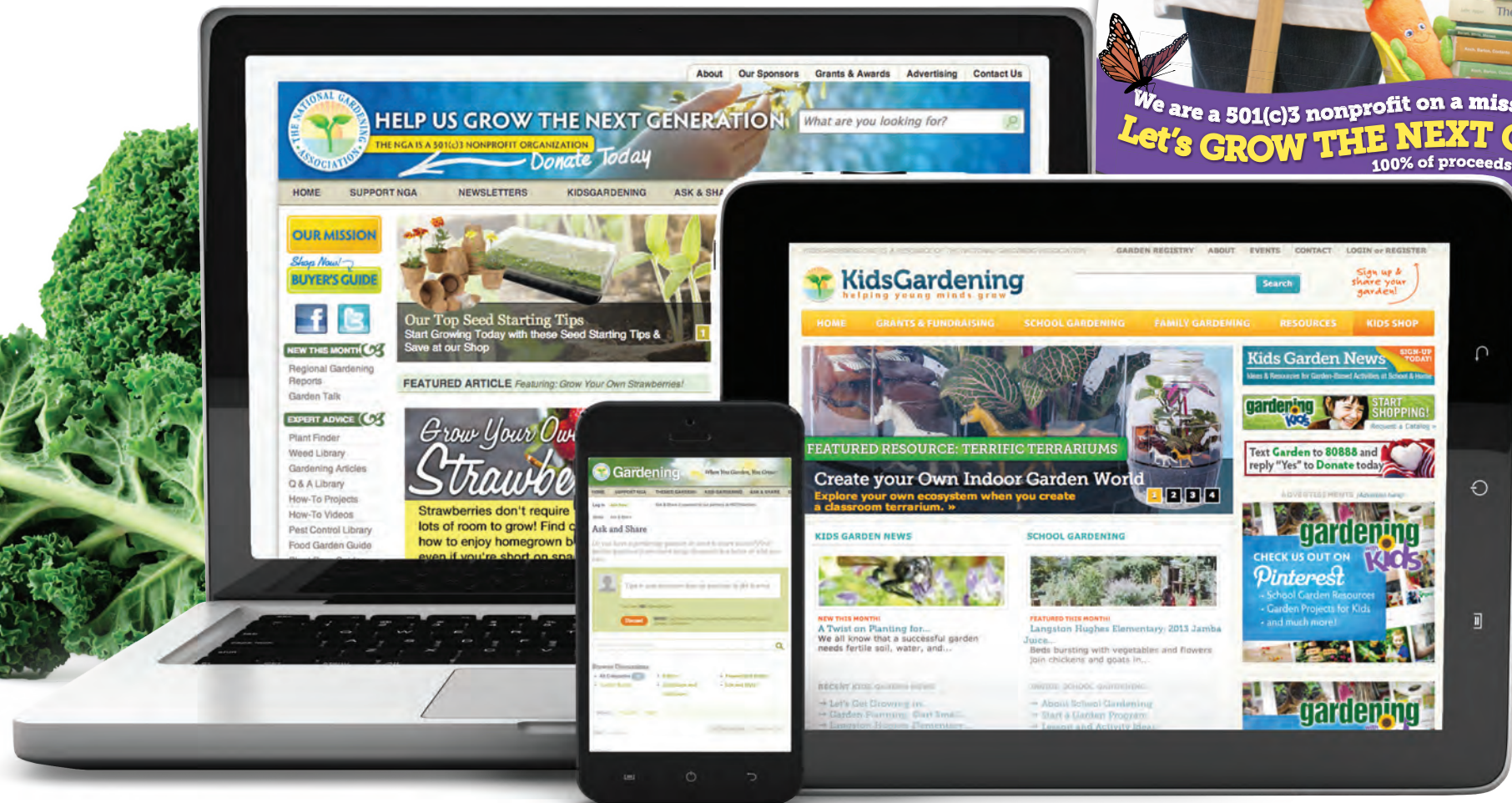
**Inspire Healthy Living and Strong Communities** – At the NGA, we are committed to teaching people of all ages how to lead better lives by growing and eating healthier foods, increasing physical activity, and creating more engaged, cooperative communities.

**Foster Environmental Stewardship** – We strive to help young people develop an appreciation for nature and an understanding of our place in it. For many youth growing up in an urban environment, a school garden may be their strongest connection to the natural world. We strive to help all generations use resources responsibly, conserve water and energy, protect natural habitats, recycle, and reduce waste.

NGA'S WEB PROPERTIES WERE VISITED OVER 6 MILLION TIMES IN 2013 PROVIDING INFORMATION AND RESOURCES TO OVER 4 MILLION VISITORS

NGA'S INFORMATIONAL EMAIL NEWSLETTERS REACH OVER 250 THOUSAND UNIQUE SUBSCRIBERS INCLUDING HOME GARDENERS AND EDUCATORS

100% OF NET PROCEEDS FROM OUR ONLINE SHOP GARDENINGWITHKIDS.ORG FUNDS OUR NONPROFIT GARDEN GRANTS AND EDUCATIONAL RESOURCES



# JOIN US

## TOGETHER WE WILL GROW THE NEXT GENERATION

Gardens provide people with greater access to fresh, local, healthy food and have been shown to improve environmental and nutritional attitudes. They strengthen communities and create green spaces. Gardens also help to address food insecurity and the all-too-common food deserts. In schools, gardens expose students to healthy food choices and are a center for hands-on learning. They provide opportunities for exercise and developing important life skills. In many impoverished areas around the globe, gardens are often the only source for food that children and families may have to eat. The National Gardening Association offers grants to schools and communities here in the United States and around the globe. By supporting our work, you are helping to foster healthy living and grow a better world.

### HOW CAN YOU SUPPORT OUR WORK?

#### 1. Shop With a Purpose at the National Gardening Association's [GardeningWithKids.org](http://GardeningWithKids.org)

100% of all proceeds support kids garden grants and resources.

#### 2. Donate

Every tax-deductible gift helps fuel NGA's mission to empower every generation to lead healthier lives, build stronger communities, and encourage environmental stewardship through educational gardening programs. Visit [Garden.org/Donations](http://Garden.org/Donations) or send a check, payable to the National Gardening Association, to the National Gardening Association at 237 Commerce Street, Suite 101, Williston, Vermont 05495

#### 3. Sponsor Our Work

If you are a company, consider making our non-profit mission yours, and partner with us to change the world, one child, one family, one community, at a time. Learn more at [Garden.org/Opportunities](http://Garden.org/Opportunities).



[Garden.org](http://Garden.org) | [KidsGardening.org](http://KidsGardening.org)

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