

# Blue Hen Garden

“Cultivating Wellbeing”



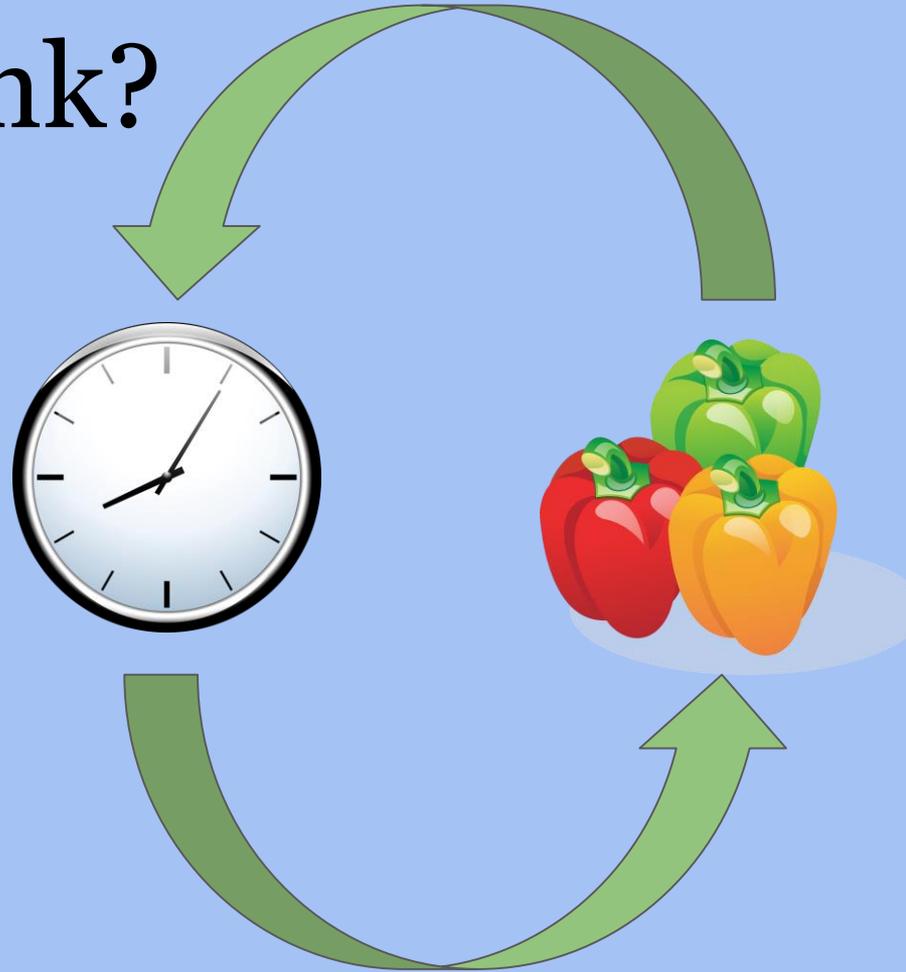
- Community garden located on South Campus
- Runs April-September
- Open to students and townspeople

- Variety of seasonal vegetables and fruits grown
- Harvested from late Spring to early Fall



# What Is a Time Bank?

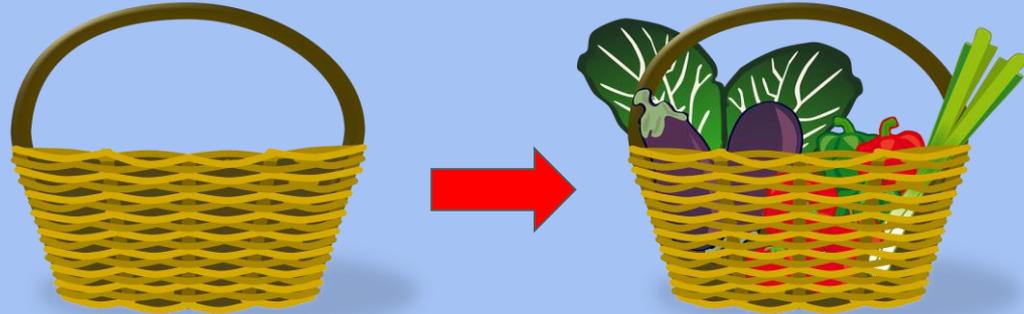
- Our garden would operate as a time bank
- (From Investopedia): A time bank is “an alternative monetary system that bases its value on units of time rather than on commodities or other items of value such as cash.”
- Home Exchange Portland is a great example of how a time bank operates



# Time Credit Table:

<b>Time Spent per week (Hours):</b>	1 hour 	2 hours 	3 hours 	4 hours 	5+ hours 
<b>Produce Received (lbs):</b>	.5 lbs. 	1 lb. 	1.5 lbs. 	2 lbs. 	2.5 lbs. 

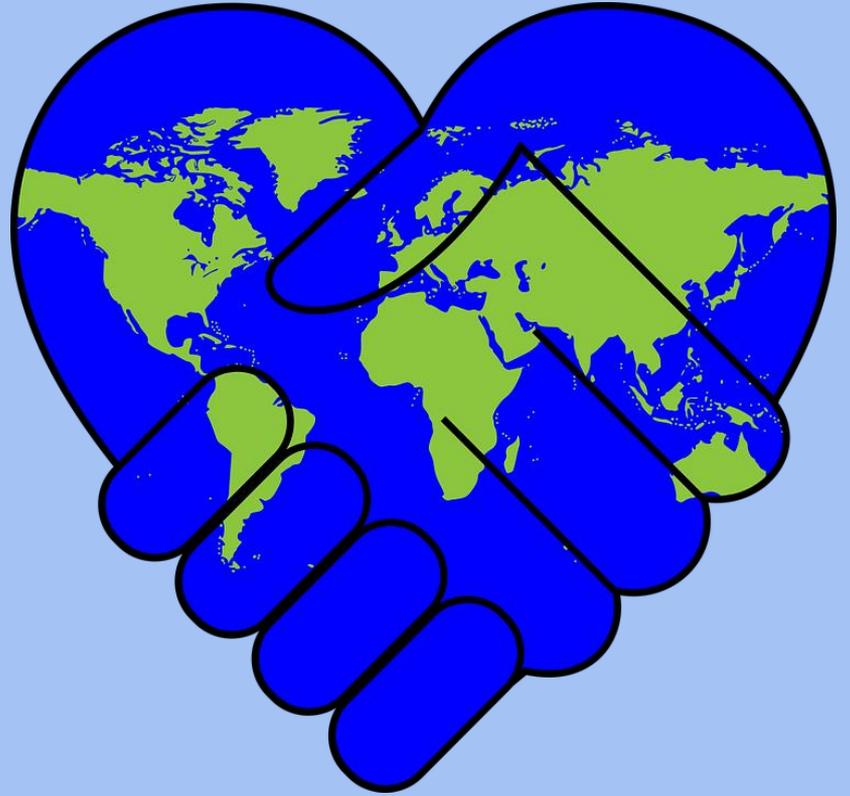
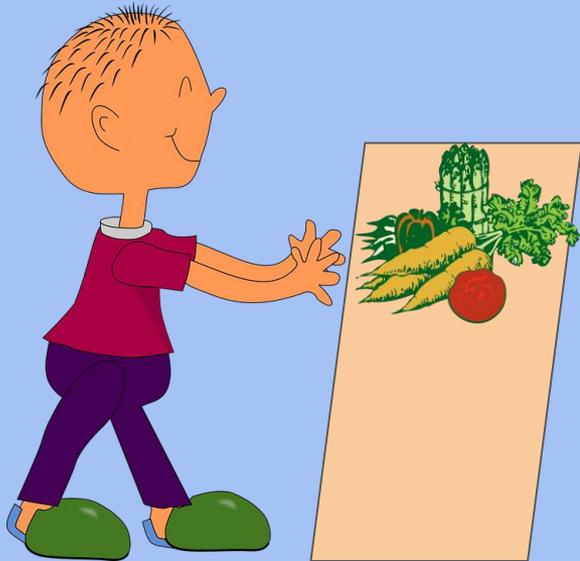
- Time bank for garden model
- Time logged corresponds with produce received



- There will inevitably be surplus produce
- We will establish a food bank to distribute the surplus to those who need it
- Those who want to be a part of the time bank but do not want to put in as many hours or cannot put in as many hours into the garden can earn time credits serving at food bank as well



- Conventional food banks distribute foods to charity organizations
- We want to distribute our produce directly to those who need it
- This way we know exactly where the food is going and we are connected to our “consumers” as the producers



- Our garden is environmentally friendly and sustainable
- Recycling organic matter and composting will maintain soil health and decrease runoff/erosion
- Members are encouraged to bring back produce waste to use for composting



# Garden for the Community

Would not benefit from Community Supported Agriculture (CSA) because it “locks the garden into production and diminish the garden’s overall progression.” - Mike

Interns gain a great deal of knowledge of a variety of aspects from gardening to maintenance to distribution and acquire hands on work experience. About 90% of his interns stay in the agriculture industry.



## The Distribution Process

1. Preserves all the produce without using chemical sprays
2. Directly retails to 12-15 different consumers
3. Delivers on demand (within 2 hours)

Half of the restaurants are regular clients that place orders and buy produce from the community garden almost EVERY DAY!

“The goal is simple, help the Food Bank meet their mission, a community without hunger by providing Delaware families with fresh, local food.”



Produces:  
Tomatoes, sweet and hot peppers,  
cabbage, green and red kale,  
cauliflower, beans, sweet corn,  
arugula, not much fruit.

Three main seed distributors  
that Mike Popovich buys from  
for his garden are High Mowing  
Seeds, Johnny's Seeds and  
Harris Seeds.

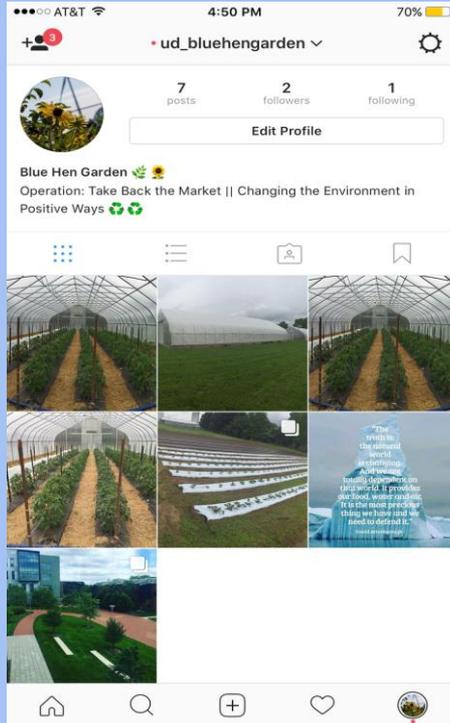
Both model gardens strive to enhance  
efficient productivity and distribute  
fresh produce to the local community.

Greenhouses are essential for  
efficient production especially  
when weather is unpleasant.



# Communication to Consumers Through Technology

## Instagram



## Twitter



# Why Advertisement?

- To get residents, faculty, and students involved
- Inform people of the surplus at our Food Bank
- Cater to the elderly or those without social media
  - Using Flyers
  - Newspaper Ads
  - Ads in telephone books
  - Promos on the radio (91.3 WVUD)

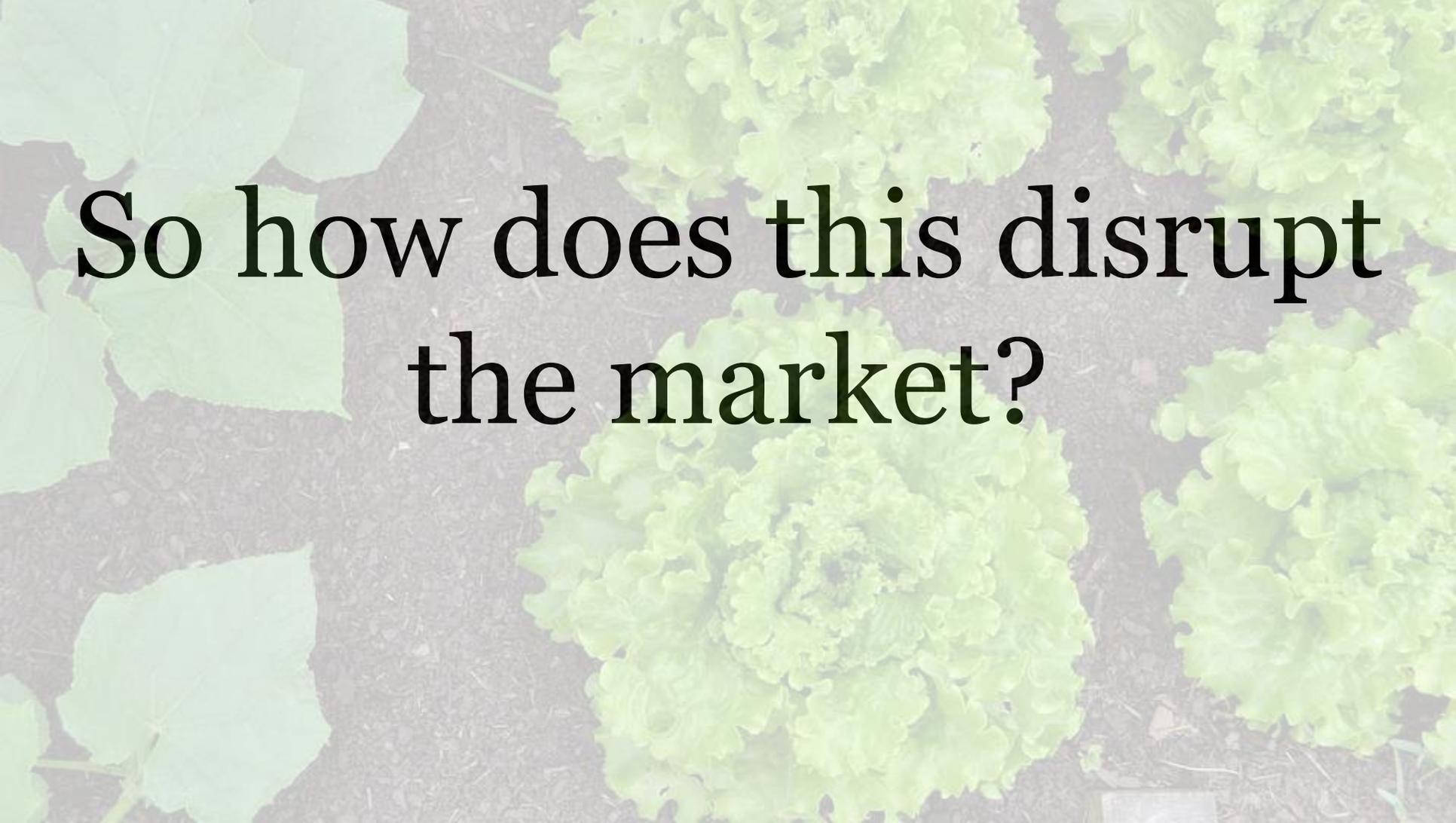


*University of Delaware – Blue*

*Hen Garden*

*Garden Time Bank:  
Growing for a Food Bank*





So how does this disrupt  
the market?

A photograph of a garden with wooden trellises and green plants in a rural setting. The trellises are made of thin wooden sticks and are covered with green leafy plants. The garden is situated in a grassy field with trees in the background. A white text box is overlaid on the image, containing a paragraph of text.

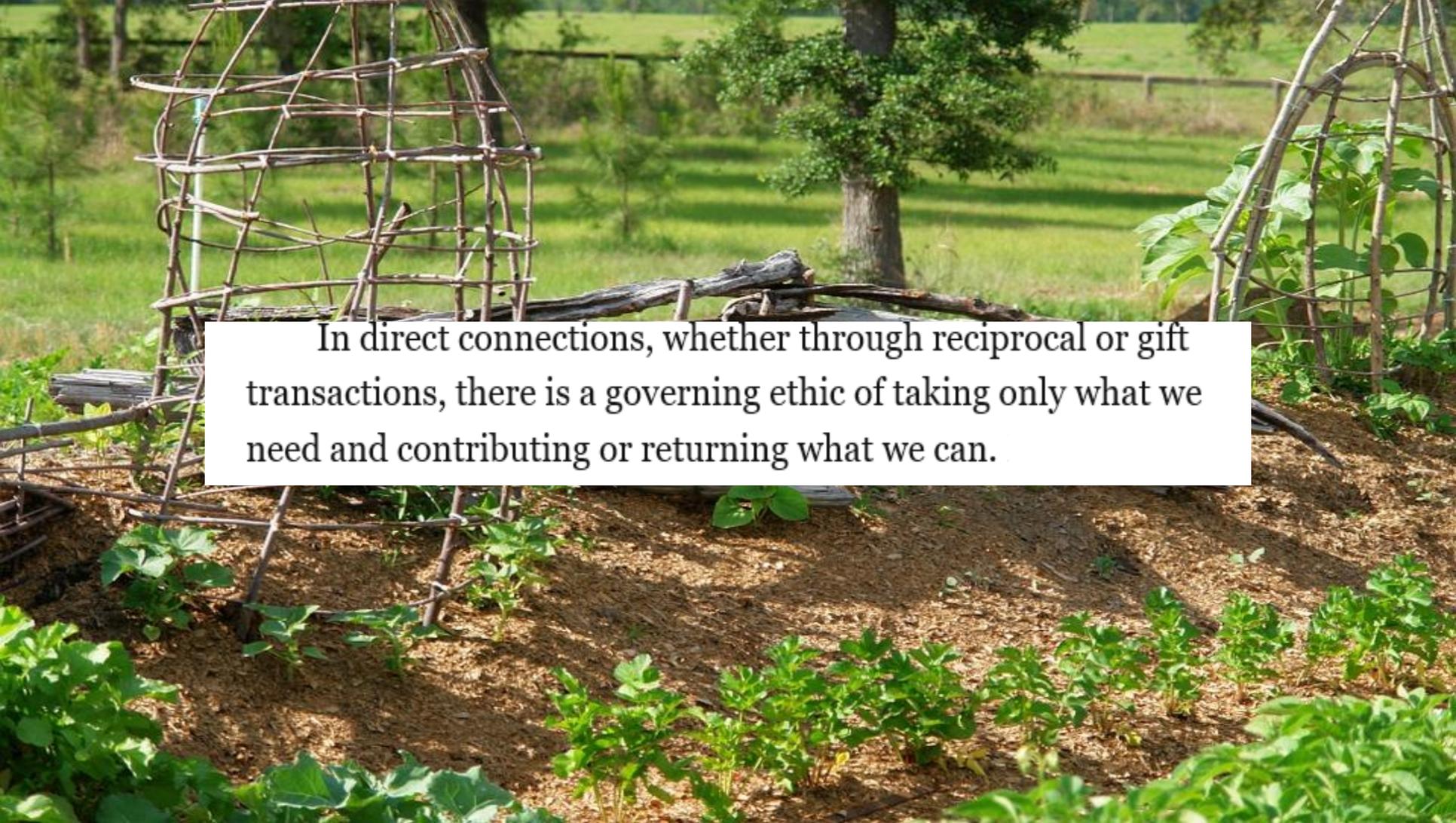
In our globally connected world, a large proportion of the products we consume comes from a great distance. But when we acquire what we need from distant others via the market, the nature of our encounters is masked.

# Commodity Chain

- ❖ **By creating more direct connections from producer to consumer, the commodity chain is drastically shortened**
  - direct connections between producer and consumer create more transparency in the chain
- ❖ **In the case of our campus garden the producers are essentially the consumers**
  - Residents of Newark & UD students put in hours working at the garden in exchange for food
  - Consumers know exactly where the food comes from, how it was produced, and the conditions of the labor

# Exchange of goods

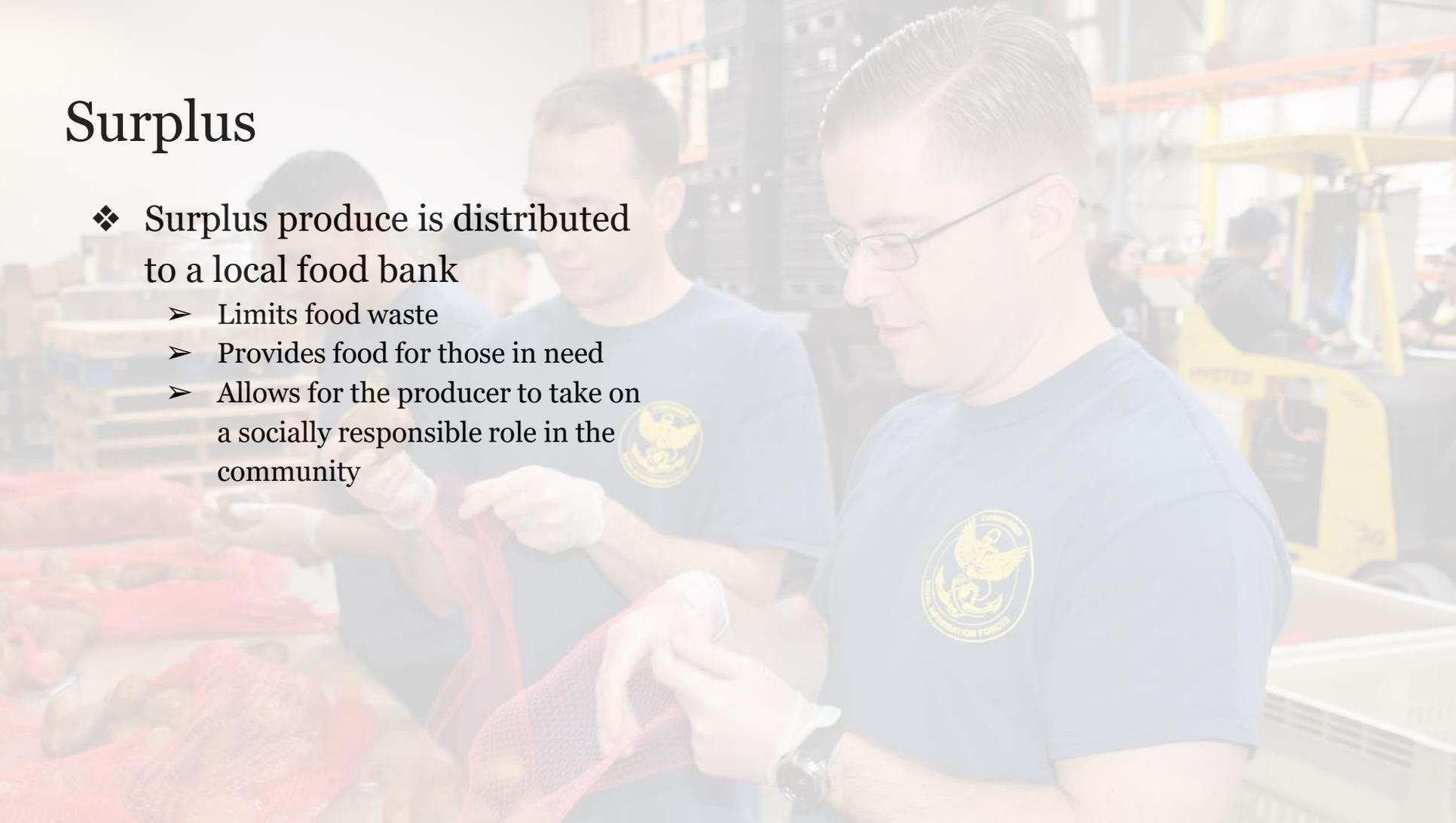
- ❖ In our neoliberal conceptualized market system, goods and services are paid for with money
  - In this system profits and privatization are valued above all else
- ❖ In our UD garden, the system of a timebank replaces all neoliberal ideals
  - Goods are received in exchange for time worked
  - There is no capital gain
  - The land is a publicly used space
- ❖ Reciprocal Relationship

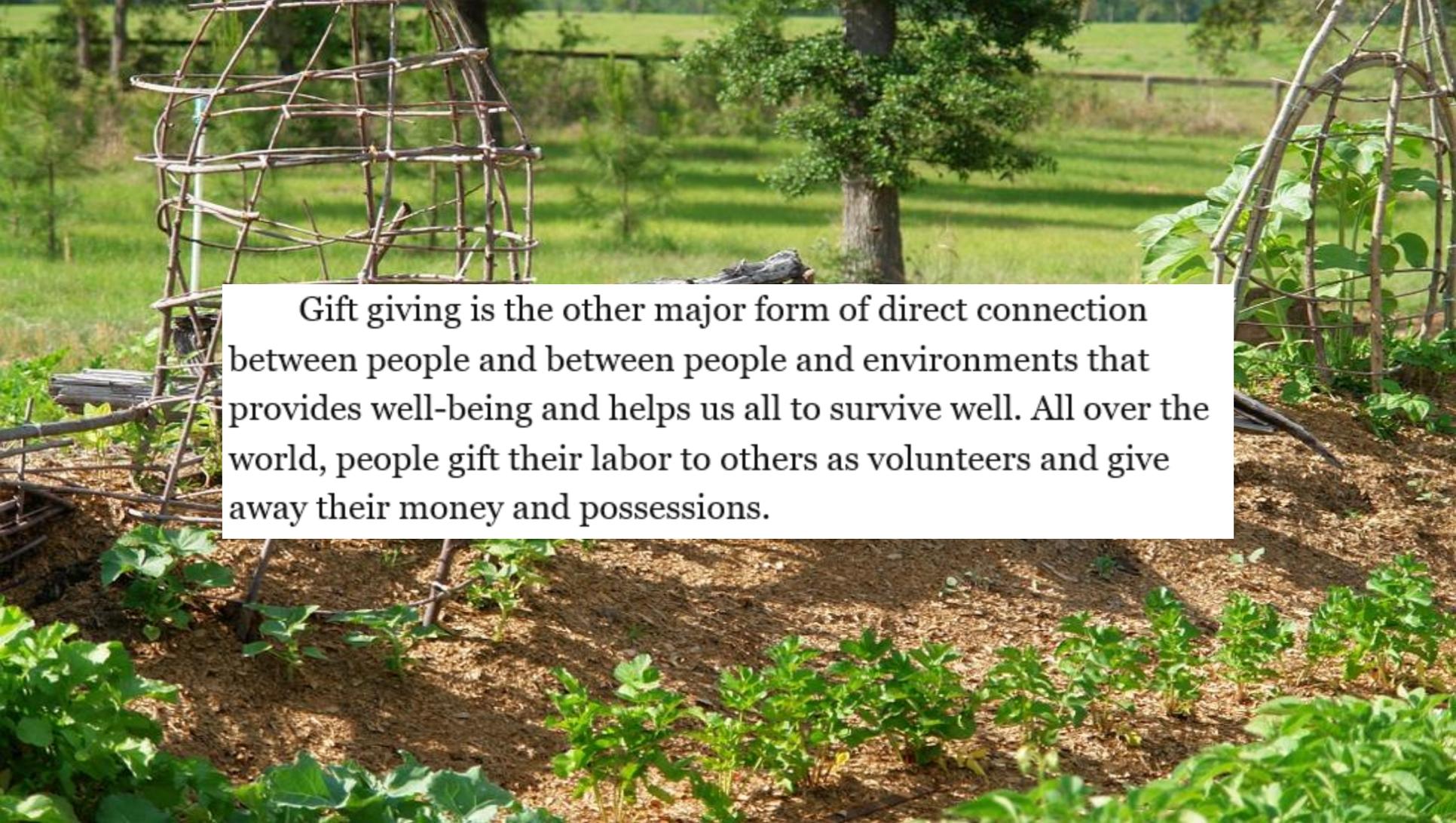


In direct connections, whether through reciprocal or gift transactions, there is a governing ethic of taking only what we need and contributing or returning what we can.

# Surplus

- ❖ Surplus produce is distributed to a local food bank
  - Limits food waste
  - Provides food for those in need
  - Allows for the producer to take on a socially responsible role in the community



A photograph of a garden. In the foreground, there are several rows of young green plants, likely beans, growing in a bed of brown mulch. Two wooden trellises made of sticks are visible, one on the left and one on the right, supporting climbing plants. The background shows a lush green field with a wooden fence and a large tree. A white text box is overlaid on the center of the image.

Gift giving is the other major form of direct connection between people and between people and environments that provides well-being and helps us all to survive well. All over the world, people gift their labor to others as volunteers and give away their money and possessions.

# Environmental impact

- ❖ Reduces food waste, thus reducing negative environmental impact
  - Making sure the resources that went into production are not squandered
- ❖ Community gardens result in positive externalities on the environment:
  - Improved air and soil quality
  - Increased biodiversity of plants
  - Improved water infiltration
  - Can reduce waste through composting
  - Positively impact micro-climate

A vibrant garden scene with various plants and flowers. In the foreground, there are green leafy plants and purple flowers. In the middle ground, there are yellow and red flowers. In the background, there is a wooden trellis structure. A small American flag is visible in the bottom right corner.

**Thanks for listening!**

**Questions?**

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