

## JOVIAL CONCEPTS

### Jovial Gardens 2013-14

#### Sponsorship Opportunities and General Information



#### HOW DO I SPONSOR A JOVIAL GARDEN?

- ☐ Please read the attached information on the benefits of sponsoring.
- ☐ Review the different levels and decide on which one you are interested in.
- ☐ Contact [will@jovialconcepts.org](mailto:will@jovialconcepts.org) or call 303-578-2569 or mail the attached application with your selection.
- ☐ Then we will send you a contract and begin transforming your lawn or promoting your company.

#### Jovial Concepts

Phone: 303.578.2569 | Toll Free: 800.810.5008

P.O. Box 150531

Lakewood, CO 80215

[will@jovialconcepts.org](mailto:will@jovialconcepts.org) | [www.jovialconcepts.org](http://www.jovialconcepts.org)



## JOVIAL GARDENS COLORADO

*"We're reaching the point where the Earth will have to end the burden we've placed on her, if we don't lift the burden ourselves."*

*— Steven M. Greer*

### **Project Mission:**

The Jovial Organic Gardens project has been developed to provide education in healthy and sustainable living, to create accessibility to high-quality food for those in need, and to unify communities around the common goal of creatively increasing their resources.

### **Vision:**

When the basic needs for life are not met our focus changes from forward progress to survival. Our vision is to alleviate the stress spent on survival and instead use our energy creating autonomous communities. By nurturing the relationship of ourselves to our food, family, and neighbors we increase our quality of life and move towards a more peaceful state of being.

### **Lawns to Jovial Gardens:**

While household lawns create a pleasant atmosphere and have become the standard practice, it is important to note the amount of water, pesticides, electricity, and physical exertion that is required to maintain them. By turning portions, or all, of a homeowner's lawn into useable garden tracts we redirect the energy spent on upkeep into a more aesthetically pleasing environment, valuable food sources, resource efficiency in our cities, and an opportunity to naturally give nutrients back to our earth.

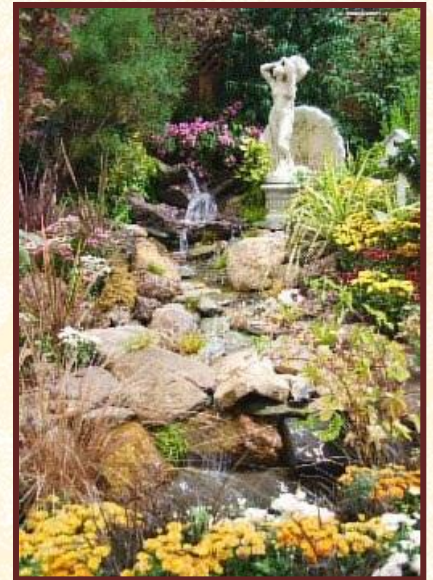


### **JOVIAL CONCEPTS' MISSION:**

*Involve communities, companies, organizations, schools, and individuals in creating a sustainable and non-violent future.*



*"If you desire peace, cultivate justice, but at the same time cultivate the fields to produce more bread; otherwise there will be no peace." ~Norman Borlaug*



### **Why are Jovial Gardens different?**

1. **These gardens are not only tended by the homeowner and their family, but are cared for by horticulture bound college students, volunteers, neighbors, and friends.**
2. **The community is empowered to help end hunger and provide better food to those in need. We donate at least 1/3 of the yield of each garden to food banks and elderly citizens. This means people who normally have little or no access to produce, will now be able to enjoy healthy organic foods with their family.**
3. **Peace begins in our backyards, by meeting our basic needs and supporting others in meeting theirs we see a community consciousness arise. As we continue nourishing our communities from the ground up, we begin building our sustainable future.**

**Jovial Gardens are plant based representations of global peace. In any healthy garden one can observe innumerable different species cohabitating to create equilibrium. Each species depends on the others for survival, for proper soil nutrients, for water, and freedom from parasites. As intelligent beings we have learned the best methods of nurturing these symbiotic relationships, we can pass this knowledge to others, and we can mind the clear lesson that the healthiest gardens are the most balanced.**



*“Without ‘Peace’ we cannot survive.”*

*~Annie Lennox*

## **HOMEGROWN ORGANICS:**



Chemicals and pesticides treat symptoms of unhealthy gardens and do not address the core imbalance which caused the weed or parasite invasion. Using best organic and permaculture practices our Jovial Gardens will be grown, sourced, and serviced to ensure the highest quality of produce! The organic heirloom seeds used in Jovial Gardens are donated to us by certified organic farms that guarantee some of the best naturally grown vegetation. All of our fertilizers are certified organic to ensure the safest and healthiest environment for our gardens and communities!

## **EDUCATION:**

**A garden is a beautiful classroom capable of teaching teamwork, sustainability, balance, appreciation, and the value of a little hard work.**

There are several different ways that we can educate through our garden program:

- We provide basic level classes to homeowners as we introduce the garden to their lawn! Though the homeowner's participation isn't necessary, we feel the success rate and health of our gardens is increased by having involved owners.
- Homeowners will know the quality and exactly which produce is going to food banks and other meals on wheels type groups. They will understand exactly what goes into producing the quality of fruit and vegetables that we donate. This gives the homeowner a greater understanding of labeled produce in grocery stores and helps them to make the best purchasing decisions for their family's health.
- More advanced courses will be available to our volunteers and for those who would like to dive deeper into the world of gardening. They will be offered through our expert sustainable gardeners and ecosystem partners.
- Homeowners are also welcome to invite friends, neighbors, and family members to be part of their Jovial Gardens experience.





## Jovial Organic Garden Options



### Peace Garden – Free:

Jovial Concepts sets up a pre-designed garden system in your yard! We transform the area with lovely sustainable garden beds and effective composts which naturally return nutrients from the grass lawn to the soil. The only cost that you will incur is periodic watering and the only required participation is following the watering schedule set by the master gardener. The cost should be the same as or less than the amount currently used for the lawn. Self watering systems may be available in some situations for more precise watering!



### Abundance Garden - \$650+

For a larger garden that maximizes productivity we offer a more advanced lawn set-up. Modern gardening practices allow you to maximize the production of food gardens, not through additives or fertilizers, but through the design of the garden itself! Using concepts such as vertical gardening and low water use systems, we can maximize the use of land and resources for production significantly! This could be set-up if you have no lawn at all!! Contact Us to have our experts come out and asses what it will take to create an abundance garden at your home!



### Serenity Garden – \$1,500+

This garden is an expansive ecosystem often including streams, fountains, rock designs, trees, fedges (edible hedges), edible flowering plants, and so much more. By combining the best permaculture practices, aesthetic designs, and gorgeous landscaping - your garden will become a living masterpiece. This peaceful and therapeutic space will make you wish you could spend all your time outdoors. Your serenity garden will be customized for you from flower colors and shape to the fruit and vegetables we plant! Please Contact [will@jovialconcepts.org](mailto:will@jovialconcepts.org) to discuss the design of your garden.



*“Be the change you wish to see in the world.”*

*~Mahatma Gandhi*

## **Facts on Hunger and Poverty**

### **In the United States:**

**More than 50 million Americans, or 1 in 6, are food insecure.<sup>2</sup>**

**More than 16.5 million children, or 1 in 4, are food insecure.<sup>2</sup>**

### **In Colorado:**

**16% of survey respondents experienced food hardship in Colorado.<sup>8</sup>**

**Based on 2011 food hardship rates, more than 815,000 Coloradans are at risk of hunger.<sup>9</sup>**

**More than 23% of households with children in Colorado reported food hardship.<sup>10</sup>**

**More than 25% of working families in Colorado do not have enough food to meet their basic needs.<sup>11</sup>**

**Colorado has one of the fastest growing rates of childhood poverty in the nation. Between 2002 and 2010, the rate of child poverty increased 86% in the state.<sup>12</sup>**

**Children aged 0-5 are most at risk of living in homes without enough food.<sup>12</sup>**



***“There are genuinely sufficient resources in the world to ensure that no one, nowhere, at no time, should go hungry.” ~Ed Asner***

## **Statistics and Research**

### ***Problem 1- Food Scarcity***

- In many urban neighborhoods, it is all too convenient to buy fast food and soda but nearly impossible to find fresh fruits and vegetables. These areas with limited access to affordable, healthy food are predominantly composed of low-income communities.<sup>1</sup>
- Convenience markets with sweet and salty snacks are frequently the main dietary source for residents of low-income, inner-city neighborhoods which leads to high obesity rates among these areas.<sup>1</sup>
- Research has shown that the presence of grocery stores selling fresh fruits and vegetables in a community helps residents maintain a healthy lifestyle.<sup>1</sup>
- Increasing access to nutritious food that is lower in fat and calories is a crucial interim step in helping poorer communities reduce their rate of chronic disease and improve the overall health of Coloradans.<sup>1</sup>

### **Our Solution**

- By gaining the support of local residents, we can provide the access to fresh produce by growing it in the neighborhoods that have a lack of accessibility and need healthy food most.
- All of our food donated goes directly to the nearest local area in need from where it is grown.

### ***Problem 2 - Food Insecurity***

- Studies show that there is more than enough food to provide the World with enough nutrition to live a healthy life.<sup>6</sup>
- The cost of fresh produce and healthy food restricts families from being able to provide proper nutrition in their homes.<sup>1</sup>
- Even when provided with fresh fruits and vegetables, many at risk and low income households do not know how to prepare their food.

### **Our Solution**

- By providing fresh produce to those in need through active local food banks, we can make sure that everything we grow goes to a good home.
- Through food education classes, we are able to give opportunity to teach people techniques of how to prepare and cook food. The provision of easy to follow recipes for the produce we give will reduce the need for pre-packaged unhealthy food and provide equal nutritional opportunity for entire households.
- Having gardening classes and providing resources to create their own gardens, low income households will be able to provide for themselves and start to be part of the independent sustainable process.



### ***Problem 3- Water Efficiency***

- Average Americans use 320 gallons of water per day of which a minimum of 30% is used outdoors.<sup>4</sup>
- Water usage on lawns is immense to maintain, as high as 60% of a household's water use.<sup>4</sup>
- As much as 50% of that water is wasted through inefficient watering methods such as evaporation and over watering.<sup>4</sup>

#### **Our Solution**

- For every square foot of lawn area that we convert into edible gardens, we can not only put the water to a more productive use, we can also reduce the water consumption by 50-90% by using easy to install watering systems that pinpoint the areas that need it the most.

### ***Problem 4- Losses due to transportation of conventional produce***

- In the united states, food typically travels between 1,500 and 2,500 miles from farm to plate.<sup>7</sup>
- Because of the distance that produce travels the vegetation does not get the opportunity to properly grow and ripen. It must be picked early before it is properly matures to compensate for the time from harvest to household.<sup>13</sup>
- Most of the vitamins that are placed in the fruit/vegetables occur near their full ripeness. When these are picked early to compensate for transportation, critical nutritional value is lost in our produce.<sup>14</sup>
- 25-50% of fruits and vegetables produced is lost between the harvest, transportation and arrival into the home of the consumers.<sup>14</sup>

#### **Our Solution**

- Reduce the food miles from 1,500 miles to less than 30 within the area of a neighborhood.
- Ripen our produce on the vine and only harvest produce when it is ready for maximum nutritional value.
- Create gardens that will add nutrition back into the soils for the healthiest growing conditions and proper supply of nutrients to edible vegetation.
- Find a home for every bit of produce fit for consumption and educate on best practices to prepare produce. Very little should go to waste with the need for fresh produce that is currently in our communities.



## References

1. Christina Beck. "Food Access in Colorado." The Colorado Health Foundation. November, 2009.
2. U.S. Department Agriculture, Household Food Security in the United States in 2011, January 2013
3. Brian Lang, Eugene Kim. "Healthy Food for All: Encouraging Grocery Investment in Colorado." Denver Department of Environmental Health, The Food Trust. December, 2011.
4. "Outdoor Water Use in the United States." US Environmental Protection Agency. May, 2013  
<<http://www.epa.gov/WaterSense/pubs/outdoor.html>>.
5. Joseph Teipel. "Water. Part 1." Online Posting, Re:vision International.  
<<http://revisioninternational.org/index.php/en/blog-menu-top/147-water-part-1-blog>>.
6. Melissa Moore. "The Myth-Scarcity: The Reality -- There IS Enough Food." February, 2005. Online Posting, Food First/Institute for Food and Development Policy. <<http://www.foodfirst.org/node/239>>.
7. Brian Halweil. "Worldwatch Paper #163: Home Grown: The Case For Local Food In A Global Market." Worldwatch Institute. November, 2002. <<http://www.worldwatch.org/node/827>>
8. Food Research and Action Center, Food Hardship in America 2012, February 2013
9. Hunger Free Colorado estimates, based on Food Research and Action Center's research
10. Food Research and Action Center, Food Hardship in America Households with and without Children, August 2011
11. Bureau, American Community Survey 2011, September 2012
12. Colorado Children's Campaign, 2012 Kids Count Colorado!, April 2012
13. Scientific American. "Dirt Poor: Have Fruits and Vegetables Become Less Nutritious?." April 27, 2011.
14. FAO. "Global Food Losses and Food Waste." 2011