

ANNUAL REPORT 2010

GrowNYC Programs by the Numbers

2,000,000

NEW YORKERS IN ALL FIVE
BOROUGH TAKE ADVANTAGE
OF OUR PROGRAMS ANNUALLY

51 GREENMARKETS

8 TEXTILE RECYCLING DROP-OFF SITES

10 YOUTHMARKET FARM STANDS

65 RAINWATER HARVESTING SYSTEMS

23 RECYCLING OUTREACH
AND EDUCATION DISTRICTS

60 OPEN SPACE GREENING GARDENS

40 ENVIRONMENTAL EDUCATION SITES



GrowNYC ANNUAL REPORT

July 1, 2009 – June 30, 2010

OUR MISSION

GrowNYC improves New York City's quality of life through environmental programs that transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations.

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Letter from the Chairman

To Mayor Michael R. Bloomberg, Members, Contributors, Volunteers, Staff and Friends:

I am pleased to report in this, the 40th year of our existence, our organization was not content to rest on its laurels but continued to build on its programs, innovate and lead. In 2010 the Council on the Environment of New York City (CENYC) reinvented itself as GrowNYC. We thought that this new name would identify us better with our core programs that help local growers deliver fresh food to our City, that grow green spaces in our neighborhoods, that grow young people better educated about environmental issues, and that grow public awareness about conservation and recycling.



This Annual Report provides a guide to GrowNYC's activities during the year. As you read it I hope you will get a comprehensive picture of how GrowNYC integrates protection of the quality of our environment into the fabric of the day-to-day lives of New Yorkers and does so in a way that is hands-on and face to face and not just expository.

We also had the opportunity this year to honor our first Chair (who remains our Honorary Chair), Marian Heiskell, at a Gala in November. In 1970 NYC Mayor John V. Lindsay created a Mayor's Council on the Environment and convinced Marian to lead it. From that initiative 40 years ago GrowNYC has evolved into its present robust form, and Marian's leadership and vision has resulted in an enduring institution of great value to the City and its residents and visitors.

I would like this year to point out the programs we have that focus on young people because the pathway to having an informed and concerned citizenry is through youth programs, and GrowNYC has always sought out opportunities to involve kids and teenagers. Thus, let me direct your attention to the parts of this report that describe environmental education in our schools; the launch of Grow to Learn: Citywide School Gardens Initiative; our Learn It, Grow It, Eat It program; the Youthmarkets; Recycling Champions Program; and the City Hall Children's Garden event as examples of the ways in which we are making involvement in environmentally protective activities a part of childhood experience in our City.

None of our outstanding programs happen without a lot of work and support. Most of the work is done by the GrowNYC staff under the leadership of our Executive Director Marcel Van Ooyen. He and his team never stop their striving for constant improvement and innovation. And, while we are grateful for support from the City Administration and City Council, we are dependent to a very large degree upon donations from our many contributors in the private sector. We hope that reading this report will show you the terrific things we have been able to do with the money you entrusted to us, and motivate you to continue your support of GrowNYC.

A handwritten signature in black ink that reads "Bob Kafin". The signature is written in a cursive, slightly slanted style.

Robert J. Kafin
Chairman



Letter from the Executive Director



Good Food, Good Health for all New Yorkers

A healthy environment starts with healthy citizens. That's why GrowNYC has a number of initiatives that center on improving the health and nutrition of all New Yorkers.

GrowNYC has been increasing food access for New Yorkers for more than 30 years. In that time, we've been responding to the needs of diverse communities and ramping up our efforts to ensure that affordable healthy fresh food gets into the hands that need it most across the city.

Our many innovative initiatives are mentioned throughout this report, a few of which I'd like to highlight. Our Learn It, Grow It, Eat It program puts teens in the drivers' seat as they grow their own food, learn how to decode food labels, and lead workshops on the link between diet related diseases, nutrition and the environment. They increase food access at their weekly farm stand in the South Bronx which boasts staples like onions, potatoes, carrots and more at reasonable prices. EBT, Health Bucks and other entitlements increase availability further.

Taking cues from the Health Department's Healthy Bodegas initiative, GrowNYC and Red Jacket Orchards have joined forces to create Fresh Bodegas, making regular deliveries of Greenmarket produce and products from Red Jacket's farm in the Finger Lakes to a subset of identified Healthy Bodegas' stores in Bedford Stuyvesant, Brooklyn, an area of the city with particularly limited access to fresh produce. The installation of refrigerators reserved for farm fresh products in participating stores will expand the floor space designated for healthy foods.

We're also connecting farmers with food pantries and services like Yorkville Food Pantry and City Harvest. As a result, more than 1 million lbs. of fresh fruits and vegetables have been donated to New Yorkers.

We believe this initiative compliments the other great work we're doing in the areas of education, recycling and gardens. All of GrowNYC's efforts are aimed at improving communities on a block-by-block basis by offering New Yorkers more sustainable and accessible lifestyle choices and amenities, ultimately creating a greener, healthier, more livable city. These efforts would not be possible with the tireless help of our friends. Let me extend deepest gratitude to our board members, organizational partners, volunteers and donors for your support.

If you believe in our mission, and think our work is impactful, please do get involved. With your help, we'll be able to accomplish much more.

A handwritten signature in black ink, reading "Marcel Van Ooyen". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Marcel Van Ooyen
Executive Director



Throughout the report, look for this symbol which indicates a particular program as part of GrowNYC's commitment to **Good Food, Good Health.**

Greenmarket



Greenmarket, a New York City institution since 1976, every day ensures that New Yorkers have access to locally grown, foraged, baked and caught produce and products in every season. Now the country's largest outdoor farmers market program, GrowNYC operates farmers markets in 51 locations across the five boroughs – with more markets, more shoppers, and more farmers, we are growing every year.

Why is Greenmarket so important to New York City and the region? Greenmarket is good for farms: it helps keep regional small family farms in business and preserves farmland. Greenmarket is good for city neighborhoods: it contributes to neighborhood food security, neighborhood economies and community renewal. And, Greenmarket is good for the environment: our farmers are personally invested in the health of regional water and soil; small biodiverse farms help preserve food heritage.

PRODUCT INTEGRITY

New Yorkers shop at Greenmarket not only because the products are healthy and affordable, but because they trust that everything sold is locally grown, caught, foraged, or baked. Product integrity is a central component of Greenmarket's mission and operations. A comprehensive set of regulations governs what may be sold at market. Greenmarket inspectors conduct year-round visits to farms and fields and also inspect cider mills, dairy plants and bakeries to help ensure product integrity. Greenmarket's experienced operations staff conducts inventories and flags potential issues at market. The Greenmarket Inspections department continues to be a resource for peer organizations around the country. Our Farmer Community Advisory Committee helps guide and enforce our mission and regulations.

GREENMARKET YOUTH EDUCATION PROJECT

Greenmarket's Youth Education Project provides interactive learning experiences and standards-based materials about local agriculture, nutrition, and the importance of eating fresh, seasonal foods to nearly 5,000 New York City children in grades K-12 each year. We aim to help children build an understanding of how food choices impact their bodies, the environment and their communities. Programs include:

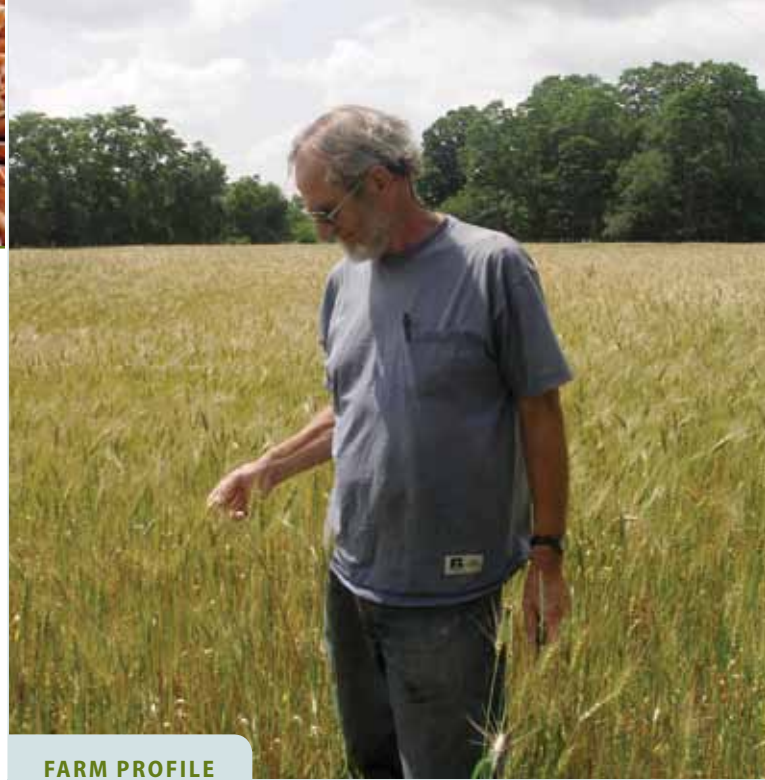


Making friends on the farm

- Educational School Tours at Greenmarkets to 4,000 children each year
- Interactive "Meet Your Farmer" classroom visits with over 50 participating farmers reaching 1,500 children annually
- Farm Fresh Cooking Classes with professional chefs and culinary educators for public school students
- On the Farm visits so city kids can learn first-hand how food is grown and how animals are raised

"It is such a privilege to work every day with some of the world's finest agriculture producers and an amazingly dedicated staff. Together we continue the work of transforming open spaces, where neighbors from all backgrounds can smell and taste their way through dynamic centers of community activity."

Michael Hurwitz, Director, Greenmarket



NEW FARMER DEVELOPMENT PROJECT

The NFDPP identifies, educates and supports immigrants with agricultural experience to establish their own economically and environmentally sustainable small farm businesses. New York City attracts immigrants from all over the world who possess the knowledge and skills to farm, but yet are often underemployed in unsatisfying jobs. Many dream of getting their hands back into the soil and raising their families on the land as they were raised.

Support to limited resource immigrant farmers through:

- Hands-on workshops and training
- Microcredit loans
- Technical and marketing assistance
- Land identification

Achievements include:

- The NFDPP has created 20 new independent farm businesses since 2001
- NFDPP farmers sell fresh vegetables, fruit, flowers, eggs, honey and pastured poultry at nearly 70 farmers markets throughout the New York City region
- NFDPP farmers strengthen farmers markets by bringing in both new products and culturally appropriate traditional produce, including papalo, pipicha, alache, epazote, callaloo, Caribbean pumpkins, and squash blossoms.
- NFDPP keep 250 acres of farmland in production.
- Five NFDPP farmers have purchased farmland totaling nearly 50 acres.

EDUCATED EATER PANEL DISCUSSION SERIES

Farmers, chefs, food professionals, and activists gather and discuss the opportunities and challenges facing regional farming. Working with partners, Greenmarket curates events on issues ranging from the depletion of our local fisheries to a how-to on turning raw produce into value-added products for growers and small food entrepreneurs.

FARM PROFILE

Cayuga Pure Organics

BROOKTONDALE, NY • TOMPKINS COUNTY

Erick Smith of Cayuga Pure Organics has been farming traditional field crops for dairy feed on 550 acres outside Ithaca, NY, since the 1970s, but several years ago branched into growing beans and grains as desire for locally produced staples grew. He started small, selling to a food co-op and a few restaurants. In 2008, Greenmarket's June Russell caught word of the locally grown legumes and grains and asked if he would consider selling at Greenmarket. She also suggested they start milling their grain, as demand for a local flour source was building in New York City.

Cayuga Pure Organics began selling at Greenmarket in January 2009. They now sell in ten of our markets and as demand has increased, they've been able to expand their line of products, breathing new life into the farm's solvency as a business.

"Beans, grains, and flour are basic commodities, but a lot of people would rather buy bread or pasta at the market, so we're actively exploring value-added products like a garlic and bean dip that we can make from our crops. Now our whole focus is on 'What can we try? What are people looking for?' We're very interested in heritage crops and especially looking forward to growing more varieties of heritage beans. As soon as the harvest is done this year we'll start evaluating, and see what we might be able to do next."

Food Through the Ages 🌱



Olivia and Linda lead a cooking demo

"We are helping teach the importance of broadening palates to a wider variety of fresh, locally grown fruits and vegetables that families would otherwise not be privy to. Personally, my family and I are eating better than ever."

Linda Crosby, Senior Volunteer at the Fulton Youth of the Future Youthmarket

Healthy eating benefits us throughout our entire lifecycle. The current interest in buying, preparing, and consuming whole foods is not a new one and older generations have much they can share about gardening, cooking, canning and the like. GrowNYC merged these ideas and embarked on two new initiatives this year: Intergenerational farm stands and the YUM food box program.

- GrowNYC has recruited senior citizen outreach volunteers to visit local businesses and community organizations including health and senior centers to raise awareness about the health benefits of eating fresh produce, the affordability of Youthmarket products, and the environmental benefits of eating food grown locally. These active older adults also conduct cooking demonstrations at Youthmarket sites, teaching their communities healthy recipes and methods of food preparation that they can bring into their own households. Outreach volunteers further support the efforts of Youthmarket's young staff by encouraging new customers to shop at the farm stands. Any generation gaps dissolve as teens and seniors join forces to broaden Youthmarket's customer base, thereby increasing communities access to fresh produce while building long-term customer loyalty through direct engagement in the program.

- GrowNYC has partnered with Isabella Geriatric Center, a not-for-profit senior service organization in Washington Heights, to create YUM Fresh Food for Northern Manhattan. Modeled after Toronto's Foodshare program, the YUM program brings fresh, high quality produce to an area with high instances of diet-related diseases where supermarkets are scarce or offer limited or low-quality produce. Senior volunteers conduct outreach and marketing in the Washington Heights community and GrowNYC staff purchase produce from Greenmarket farmers, terminal markets, and small wholesalers. Each week, a variety of fresh produce is delivered to the Isabella volunteers, who prepare preordered bags for distribution in their community. Through the YUM program, residents of Washington Heights are taking an active role in improving the health of their community by creating demand for quality produce and making it accessible and affordable to those who need it.

"I'm able to make healthy meals for my friends and family," says Paul, a retired chef, (and there's still plenty left over for him): "I've already lost 15 lbs just from eating all of these fruits and vegetables."

YOUTHMARKET

Developed in 2006, Youthmarket seeks to overcome the lack of healthy food access in communities across NYC by providing an influx of fresh, locally grown food paired with nutrition education and cooking demonstrations. More akin to a farm stand than a full-scale farmers market, Youthmarkets are sited in underserved areas and operated in partnership with community-based organizations and staffed by high school and college students from the communities in which they are located. Youthmarket participants are trained by GrowNYC's staff and provided with all the education and support necessary to develop and run a successful farm stand.

Youthmarket has come a long way in the past four years, and continues to grow. In the 2010 season, GrowNYC worked with more than 20 community organizations to create ten bustling farm stands all enabled to accept EBT, WIC, and Senior FMNP, giving New York City residents access to quality, locally grown produce, and providing more than 50 youth with job training, employment, and the opportunity to make a difference in their communities.

WHOLESALE GREENMARKET

In 2009 GrowNYC assumed management of the Wholesale Greenmarket located in the Hunts Point Food Distribution Center in the Bronx. Consisting of a core group of farmers who made up the former Bronx Terminal Market Growers, the Wholesale Greenmarket, under GrowNYC's management, seeks to expand opportunities for small retailers, food service professionals and the public to buy fresh, healthy, local produce directly from the farmer at wholesale prices.

Staff are currently working to revitalize the Wholesale Greenmarket, by strategically growing the market's supply and demand through farmer and buyer recruitment, and increasing farmers capacity to supply diversified markets. Outreach is ongoing to city agencies, restaurants, caterers, markets, food distributors, and institutions regarding the sourcing of produce from local midsize growers.

Located in the waterfront parking lot of the New Fulton Fish Market, The Wholesale Greenmarket is open seasonally Monday through Saturday from 2:00am– 8:00am. The market features 14 farms that sell fruits, vegetables, plants and herbs.

TEXTILE RECYCLING

Discarded textiles represent almost 6% of NYC's residential waste stream. A pilot program to collect used and unwanted clothing and textiles begun in 2007 in GrowNYC's Union Square Greenmarket proved so successful that we have grown exponentially, with 8 Greenmarket drop-off sites in 3 boroughs, providing



NFDP PROFILE

Hector Perez

Watching Hector Perez today, it is hard to imagine that he grew up in extreme poverty in rural Mexico, and that he has only been in this country for eight years. On a recent visit, he walked quickly through the fields of his 40-acre farm, mindful of the strawberries still to be picked, showing us his latest equipment—a John Deere with a creeper gear, and a fertilizer injector connected to an efficient drip irrigation system. He explains how he calculates the correct amount of fertilizer for his plants, and how he knows by the flowers exactly when to apply it. It is clear that he has the intuition of a born farmer, the scientific knowledge of a skilled extension agent, and the work ethic of someone who knows what is at stake. He is humble about his own work, but proud of the farm itself.

Six years ago, all of this was only a dream for Hector. He didn't speak English, and although he had an agriculture degree and had worked as a buyer for a large corn company in Mexico, none of that helped him find a job here. So when he heard that the New Farmer Development Project (NFDP) was helping immigrants like himself start their own farms in the New York area, he decided to take a chance. He took the three month training course, La Nueva Siembra, in 2002, but decided that he really wanted to learn the ins and outs of the business with an experienced farmer before he went out on his own. The NFDP connected him with a local farmer who needed a manager, and he quickly proved himself to be an indispensable employee.

Four years ago Hector decided he was ready to start his own farm, and rented land near Milford, NJ. He now sells a variety of vegetables, including many heirloom varieties, at seven farmers markets throughout the city each week at his Jersey Farms Produce stand. When you ask him what he is most proud of he says, "I love giving food to people who need it."



YOUTHMARKET PROFILE

Cindy Lee

While many teens participate in Youthmarket for a single season, there are some who return year after year to continue working in their communities in NYC. One of these is Cindy Lee, now in her third year with Youthmarket. During her first two seasons, Cindy worked as a dedicated and enthusiastic youth-staffer at the Bed-Stuy and Ridgewood Youthmarkets. This year, she is a Youthmarket manager, overseeing three markets a week in the Bronx, Brooklyn, and Queens. Cindy is also gaining experience by assisting other GrowNYC good food/good health projects, such as the YUM program.

One thing that keeps Cindy coming back is the opportunity to work for positive change. "It's important to me that people access this food. A lot of times, people just eat what is available, so it's so great to be able to educate and show them what good food should look like."

Cindy has long been interested in social justice, but her work with Youthmarket has heightened that interest. "I want to do something to help people, to inform people," she says. Cindy has experienced first-hand how education can create positive change in people's lives: "There is obesity in my family and high blood pressure and heart disease, but Youthmarket has made me more aware of how to eat healthily. Before I started working here, I didn't know what half of these vegetables were, but now I eat them and take them home to my family and they eat them, too."

nine opportunities each week to recycle. Over 750,000 pounds of textiles from over 31,000 New Yorkers have been diverted from disposal for recycling since the program's inception. Our goal is to have at least one textile collection location in each borough in the near future.

AFFORDABLE FOOD ACCESS

Thanks to continued funding from Speaker Christine Quinn and the New York City Council, as well as additional support from The Farmers Market Federation of NY and the U.S. Department of Agriculture (USDA), GrowNYC has established a national model for operating EBT at farmers markets and has greatly expanded food access in New York City.

2010 introduced the acceptance of EBT at 40 Greenmarkets; customers can shop with EBT at every Greenmarket in the outer boroughs and most Manhattan markets. Additionally, in partnership with the New York City DOHMH, GrowNYC continued to operate a Health Bucks program, where customers received \$2 Health Buck coupons to spend on fruits and vegetables for every \$5 in food stamp purchases—representing an 40% increase in purchasing power and including for the first time ever, markets located in Staten Island and Queens.

In just five years, we have gone from accepting EBT at 3 markets in 2005, to 40 in 2010! This year we expect EBT sales to exceed \$500,000; a 50,000% annual increase from when we began the program. This tremendous growth demonstrates just how great a need and desire exists in New York City for fresh, healthy food. Additionally, EBT has become a critical supplement to farmers who depend on these markets for income. GrowNYC's nutrition and wellness initiatives, along with the Federal Farmers Market Nutrition Program (FMNP) and WIC Vegetable and Fruit Checks, as well as NYC DOHMH Health Buck Program, are the cornerstone of ensuring that all New Yorkers have access to nutritious and fresh products grown on family farms in the New York region.

"Greenmarket's mission to preserve historical farmland by providing opportunities to family farmers has changed the landscape of dialogue around food related policy issues."

— Tom Strumolo, Director, Greenmarket Planning & Policy

Greenmarket Locations 2010



All Markets operate from 8 AM – 6 PM, year round, unless otherwise listed

Market days, times and locations are subject to change. For the most up-to-date market information, please call (212)788-7476 or visit GrowNYC's website, www.grownyc.org

MANHATTAN

Staten Island Ferry Whitehall Terminal – EBT Accepted

4 South St., Inside Terminal
Tuesday & Fridays 8 AM – 7 PM

Bowling Green

Broadway & Battery Pl.
Tuesday & Thursday 8 AM – 5 PM

Cedar Street/Zuccotti Park

(April – December)
Cedar St. btw Broadway & Church
Tuesday 8AM – 6PM

World Financial Center

(July – December)
South End Ave & Liberty St.
Thursday 8AM – 6PM

City Hall Park – EBT Accepted

(June – December)
Chambers St. & Broadway
Tuesday & Friday 8 AM – 4 PM

Tribeca

(Wed April – December, Sat Year Round)
Greenwich & Chambers Sts.
Wednesday & Saturday 8 AM – 3 PM

Hester Street – EBT Accepted

(July - November)
Hester & Essex Sts.
Sunday 8AM – 4PM

Tompkins Square – EBT Accepted

East 7th St. & Ave. A
Sunday 8AM – 6 PM

Stuyvesant Town

(June – November)
Stuy-Town Oval, 14th St. Loop & Ave. A
Sunday 9:30 AM – 4 PM

St. Mark's Church – EBT Accepted

(May – December)
East 10th St. & 2nd Ave.
Tuesday 8 AM – 7 PM

Abingdon Square

West 12th St. & 8th Ave
Saturday 8 AM – 2 PM

Union Square – EBT Accepted

East 17th St. & Broadway
Mon., Wed., Fri., & Sat. 8 AM – 6PM

NY/NJ Port Authority Bus Terminal

8th Ave. & 42nd St., inside North wing main concourse
Thursday 8 AM – 6 PM

Dag Hammarskjold Plaza

E. 47th St. & 2nd Ave.
Wednesday 8 AM – 4 PM

Rockefeller Center

(July – August)
Rockefeller Plaza at 50th St.
Wednesday, Thursday, & Friday 8 AM – 6 PM

57th Street – EBT Accepted

(Wed May – December,
Sat April – December)
West 57th St. & 9th Ave.
Wednesday & Saturday 8 AM – 6 PM

Tucker Square

W 66th St. & Columbus Ave.
Thursday & Saturday 8 AM – 5 PM

77th Street

W 77 St. & Columbus
Sunday 8 AM – 5 PM

82nd Street/St. Stephens

– EBT Accepted
(July – November)
E 82nd St. btw 1st & York Aves.
Saturday 9 AM – 3 PM

92nd Street – EBT Accepted

(July – December)
1st Ave. btw 92nd & 93rd Sts.
Sunday 9 AM – 4 PM

97th Street – EBT Accepted

W 97th St. & Columbus
Friday 8 AM – 2 PM

Mt. Sinai Hospital – EBT Accepted

(July – November)
E 99th St btw Madison & Park Aves.
Wednesday 8 AM – 5 PM

Stranger's Gate – EBT Accepted

(July – November)
W 106th St & CPW
Saturday 8 AM – 3 PM

Columbia University – EBT Accepted

Broadway btw 114th and 115th Sts.
Thursdays & Sundays 8 AM – 6 PM

Ft. Washington – EBT Accepted

(July – November)
168th St & Ft. Washington
Tuesday 8AM – 5PM

175th Street – EBT Accepted

(June - December)
W 175th St. & Broadway
Thursday 8 AM – 5 PM

Inwood – EBT Accepted

Isham St. btw Seaman & Cooper
Saturday 8 AM – 3 PM

BRONX

Poe Park – EBT Accepted

(July-November)
Grand Concourse & 192nd St.
Tuesday 8 AM – 3 PM

Bronx Borough Hall – EBT Accepted

(July – November)
Grand Concourse & 161 St.
Tuesday 8 AM – 6 PM

Lincoln Hospital – EBT Accepted

(July – November)
149th St. & Morris Ave.
(S. of hospital entrance)
Tuesday and Friday 8 AM – 3PM

New York Botanical Garden

– EBT Accepted
(June – November)
Kazimiroff Blvd. btw Bedford Pk. & Mosholu, inside NYBG Mosholu Gate
Wednesday 9AM – 3PM

QUEENS

Astoria – EBT Accepted

(July – November)
14 St. btw 31st Ave. & 31st Rd.
Wednesday 8AM – 3PM

Long Island City – Hunter's Point

– EBT Accepted
(July – November)
48th Ave. & Vernon Blvd.
Wednesday 8AM – 6PM

Sunnyside Gardens – EBT Accepted

(June – December)
Skillman btw 42nd & 43rd Sts.
Saturday 8 AM – 4 PM

Jackson Heights / Travers Park

– EBT Accepted
(June – December)
34th Ave. btw 77th & 78th Sts.
Sunday 8AM – 3PM

Atlas Park / Glendale – EBT Accepted

(June – November)
Cooper Ave. & 80th St., inside shopping plaza
Saturday 8AM – 4PM

Corona – EBT Accepted

(July – November)
Roosevelt Ave. & 103rd St
Friday 8AM – 5 PM

Elmhurst Hospital – EBT Accepted

(July – November)
41st Ave. btw 80th & 81st Sts.
Tuesday 8AM – 5PM

STATEN ISLAND

St. George – EBT Accepted

(May – November)
Borough Hall (parking lot)
St. Mark's & Hyatt Sts.
Saturday 8AM – 2PM

Staten Island Mall – EBT Accepted

(July – November)
Inside the main entrance parking lot on Richmond Avenue
Saturdays, 9AM – 4PM

BROOKLYN

Greenpoint / McCarren Park – EBT Accepted

Union Ave. Driggs & N.12th St.
Saturday 8 AM – 3 PM

Williamsburg – EBT Accepted

(July – November)
Havemeyer St. & Broadway
Thursday 8 AM – 4 PM

Fort Greene Park – EBT Accepted

Washington Pl. & DeKalb
Saturday 8AM – 5PM

Brooklyn Borough Hall – EBT Accepted

(Thursday & Saturday Year Round)
(Tuesday April-December)
Court & Montague Sts.
Tuesday, Thursday, Saturday 8 AM – 6 PM

Carroll Gardens

(April – December)
Carroll btw Smith & Court Sts.
Sunday 8 AM – 3 PM

Grand Army Plaza – EBT Accepted

NW Entrance to Prospect Park
Saturday 8AM – 4PM

Windsor Terrace – EBT Accepted

(May – November)
Prospect Park West & 15th St.
(inside Park entrance)
Wednesday 8 AM – 3 PM

Cortelyou – EBT Accepted

Cortelyou Rd. btw Argyle & Rugby
Sunday 8 AM – 4 PM

Borough Park – EBT Accepted

(July – November)
14th Ave btw 49th & 50th Sts.
Thursday 8AM – 3PM

Sunset Park – EBT Accepted

(July-November)
4th Ave. btw 59th & 60th Sts.
Saturday 8 AM – 3PM

Bay Ridge – EBT Accepted

(June – November)
95th St. & 3rd Ave.
Saturdays 8 AM – 3 PM

Open Space Greening



Providing all New Yorkers with well maintained, sustainable and beautiful green oases for play, relaxation and connection with the natural world is the goal of GrowNYC's Open Space Greening Program (OSG). Staff and volunteers spend significant time and invest long-term resources in gardens to ensure the perennial return of these vital community hubs. These spaces grow more than flowers, fruits and vegetables. In low to moderate income neighborhoods throughout NYC, community gardens help build relationships, provide access to open space, increase the value of surrounding properties and provide exposure to cultural diversity and understanding.

2009/2010 saw Greening helping city residents of all ages to green and grow but we placed special emphasis on our youngest citizens by helping to create three learning gardens – and launched a citywide school gardens initiative.

CITYWIDE SCHOOL GARDEN INITIATIVE

We launched Grow to Learn: the Citywide School Gardens Initiative in May as a partnership between GrowNYC, the Mayor's Fund to Advance New York City, and our other partners, with the mission of inspiring, promoting, and facilitating the creation of sustainable gardens in public schools throughout New York City. In addition to the Initiative's comprehensive multimedia website, www.growtolearn.org which gives students, teachers, administrators, and parents all the tools to learn, teach, cultivate, and sustain a school garden, a mini-grant program will award funding to deserving and high need schools interested in starting or improving a garden.

GrowNYC's Greening program kicked off its involvement in the Initiative by taking on three major school garden projects in the spring and summer of 2010:

- **Randall's Island Children's Learning Garden** located at Field 61 on Randall's Island, the garden features 20 recycled composite lumber raised beds, in which children from the Stanley Isaacs Community Center's Growing Place and Randall's Island Summer Day Camp projects grew and harvested vegetables and participated in healthy cooking demonstrations in the garden featuring kale, peppers, tomatoes, basil and mint.



Randall's Island Children's Learning Garden

On Earth Day, 27 Bloomberg corporate volunteers assisted staff in building new raised beds, filling the beds with soil, distributing mulch on the pathways, watering and weeding the garden.

- **City Hall Children's Garden** is located at the historic Tweed Courthouse in downtown Manhattan. This educational garden serves 100 kindergarten students and their teachers from PS 397 and PS 276, just adjacent to the garden, and has several 4' x 4' vegetable beds made from recycled plastic lumber. The children mixed soil, planted perennial flowers and grew snow peas, cabbage, kale, lettuces, kohlrabi, onions, basil and broccoli.

- **Wanaqua Family Garden**, is located in Mott Haven, Bronx, adjacent to PS 43 and the Mott Haven Charter School. Combining pro-bono design work by Palette Architects with input from

It gives me great pleasure and personal satisfaction to provide NYC's community gardeners with the tools, both literally and figuratively, to improve the quality of our NYC neighborhoods.

Gerard Lordahl, Greening Director



GARDEN PROFILE

Wanaqua Garden

the community and the school, work in this 10,000 sf space began in April 2010 with GrowNYC staff, local gardeners, and several corporate volunteer groups (Timberland, Disney, Boston Consulting Group and Pace University) who worked towards developing the site. There are currently 20 large community vegetable beds and a sizable children's garden, which is used weekly by third and fourth grade classes from both schools for science classes. Staff continued programming the site throughout the summer, inviting kids from local daycare facilities. Fall garden activity included the completion of a tool shed, an outdoor cooking preparation area, and a roof for capturing rain water for plants in the garden.

OTHER OPEN SPACE DEVELOPMENT/ MAINTENANCE

- At **PS 76 Garden**, located in West Harlem, staff assisted in the creation of a new herb, vegetable and flower garden, spread mulch, compost, and topsoil with parents and students from the adjacent public school.
- At **Little Sun People Too!** in Bedford Stuyvesant, volunteers spread Wood Carpet surfacing, repaired picnic tables, weeded and groomed this daycare center's garden.
- At **Miracle Garden**, on the Lower East Side, volunteers planted shrubs and flowers, spread mulch and compost, and repainted the tool shed.
- Volunteers and staff converged on **Parque de Tranquilidad**, in the East Village, where they installed new cedar post fence and railing, pruned the garden, and painted the tool shed.
- Staff provided assistance to the **All People's Garden** on the Lower East Side, where land was reclaimed from an adjacent lot. The lot was cleared of trash and rubble, trees were pruned, and areas replanted with shade tolerant plants and flowers. New planters were added to the stage area.
- Students from UA School for Green Careers have worked with GrowNYC staff on the new **D.O.M.E. Garden**, on the

The garden has always been an important part of life for the Rosario family, whether here in the States or in their homeland, Puerto Rico. Luis grew up learning about the bounty that can be harvested from the land: tree ripened mangoes, papaya, guava and breadfruit along with tomatoes, habanero peppers, onions and cilantro.

The absence of palm trees and radically different climate of NYC were not a deterrent to Luis and Natividad who both wanted to reconnect with the land in their new home.

About 10 years ago, Luis and several amigos cleaned up this lot and "started planting vegetables, lots of tomatoes, I remember. At one point we had about 50 rabbits and 10 chickens running around. The eggs from those chickens were delicious. Every day we got one dozen." They named their new garden "Wanaqua" after a legendary Taino chief and began encouraging staff and students from PS 43 next door to experience this urban Eden firsthand.

Today, Wanaqua Garden is still hosting school children and getting a complete renovation with help from GrowNYC. Said Luis "With GrowNYC's help we are seeing our dream come true".



Upper West Side. These high school students cleared the garden area, built compost bins and started composting, spread soil and compost, and planted vegetables and fruit trees.

GROW TRUCK

In the past year, Grow Truck, a mobile tool lending and technical assistance service, has supported more than 50 neighborhood greening projects, giving organizations without gardening budgets an opportunity to green the neighborhoods that need it the most. Schools, community gardens, churches, and block associations can borrow handheld tools, in quantities sufficient to support volunteer days and special projects. Grow Truck also makes possible the delivery of donated soil, compost, or plant material, all free of charge and allows us to accept and deliver large quantity donations, e.g. garden furniture, large planters, garden equipment, rainwater harvesting tanks, etc.

RAINWATER HARVESTING

This past year, staff built 20 new rainwater harvesting systems in community gardens. These systems, which collect rain from nearby roofs or structures, reduce demand on the water supply system, mitigate storm-water runoff, and make water collection for gardeners convenient. There are now 65 RWH systems in community gardens in all five boroughs, collecting over 775,000 gallons of rainwater annually.



Installing a roof collection RWH system

We also trained volunteers from Green Apple Corps and the Million Trees NYC Training Program on how to build rainwater harvesting systems of their own. As part of our continued education efforts, GrowNYC produced schematic drawings, photos, and descriptions of each of the 20 systems which can be found at www.grownyc.org/openspace/rainwater.



ANNUAL PLANT SALE

GrowNYC's Annual Plant Sale offering at-cost plants to community greening projects was its biggest ever, with 150 community groups picking up vegetables, herbs, and flowers provided by Greenmarket farmers. In addition to our usual Brooklyn pickup at **Hattie Carthan Community Garden**, our first Bronx pickup day at **Wishing Well Community Garden** was held.

SWEAT EQUITY

Our volunteers dig, build, paint, weed, and toil all across the city, helping us on projects big and small. We thank all the individuals and organizations who took time out of their schedules to lend a hand in 2009/2010: Bloomberg, Boston Consulting, Citibank, the William J. Clinton Foundation, The Walt Disney Company Disney VoluntEARS, Goldman Sachs, Google, K2 Advisors, Lexis Nexis, McGraw Hill, Thomson Reuters, Timberland, and UBS.

COMMUNITY GARDEN MAPPING PROJECT

Community gardens play a significant role in an urban landscape: nearly 80% of NYC's gardens grow food, some 60% compost, and almost half partner with a school to serve as outdoor learning labs. A 2009/2010 survey was administered to update GrowNYC's data on community gardens, update the citywide garden database OASIS, and create new datasets around sustainability issues. Visit www.grownyc.org/openspace/mapping.

Plant-A-Lot Gardens 1978–2010



Over eight million dollars, from generous benefactors like the Louis and Anne Abrons Foundation, Mrs. Andrew Heiskell and many others, along with countless hours of staff time and community sweat equity have gone into creating 60 neighborhood green spaces all around New York City—often in communities where previously none existed. We gratefully acknowledge our funders, volunteer gardeners, fellow greening groups and supporters: thanks to you, children are playing on the grass, folks are dozing under a tree, enjoying spring's first blooms and observing nature's endless cycle in this most urban of places.

Note: Date garden opened/closed in parentheses

BROOKLYN

Bedford-Stuvasant

Family Affair Neighborhood Park (1990)
Cheryl's Villa II (1997)

First Quincy Street Block Association (2004)
Kosciusko Garden/Learning Center (1998)
Phoenix Garden (2009)

Progressive Adventure Playland (1987)
The Pulaski Playhouse Garden (1999)
Spencer Place Garden (2001)

Boerum Hill

Wyckoff-Bond Garden (1979)

Brownsville

Amboy Neighborhood Garden (1982)
E. Lincoln Housing Community Garden (1997–2002)
Our Lady of the Presentation Garden (1983)

Bushwick

Howard's Glen Garden (1994–1997)
Children's Grove/Arboleda de los Ninos (2006)

Crown Heights

1100 Block Bergen Street Association (1982)
196 Albany Avenue Park/Playground (1995)
Eastern Parkway Garden (2005)

East New York

Elton Court Garden/UJIMA II (2001)
Fannie Barnes Children's Playground (1992)
P.S. 4 – Paradise Garden (1996)
The Ujima Garden I (1995)

Ocean Hill

Hull Street Community Garden (2001)
The Miracle Playground (1999–2004)
Our Lady of Lourdes Garden (1981)

Park Slope

Greenspace @ President Street (2006)

Williamsburg

Placita Infantil (1991)
Sunshine Community Garden (1996)

BRONX

Bathgate

Alpha Crawford Sunshine Park (1998–2005)

Bedford Park

Decatur Park (2002)

Belmont

Joseph Cali-Vincent Artuso Park (1988)

Crotona Park East

Angie Lee Gonzalez Park (1981)
Mid Bronx Desperadoes Community Park (1997)

East Concourse

Kenton Hall Neighborhood Garden (1981)

Kingsbridge

Kingsbridge Heights Community Center (1997)

Morris Heights

Popham Park (1987)

Longwood

Wishing Well (2009)

Morrisania

Bonner Place Garden (2001–2005)
Jacqueline Denise Davis Garden (1999)



Mott Haven ▲

Wanaqua Garden (2010)

Tremont

Tremont Community Council
Neighborhood Park (1989–1995)

West Concourse

Hope of Israel Senior Center (1982)

MANHATTAN

Clinton/Hell's Kitchen

Marian S. Heiskell Garden (1997)

Harlem

125th Street Oasis (1996–2000)
Children's Aid Society (1998)
PS 76 Garden (2002)
Good Earth Garden (1980–1992)
Harbor Morningside Children's Center Park (1990)

East Harlem

El Sitio Feliz (1992)
Modesto "Tin" Flores Community Garden (1981)
George Washington Carver Community
"Garden for Living" (2007)

Lower East Side

All People's Garden (1979)
Creative Little Garden (1979)
5th Street Slope Children's Garden (2006)
Generation X Cultural Garden (2009)
Martin Luther King Jr. Community Park (1993)



Miracle Garden (1983) ▲

Parque de Tranquilidad (1980)
Sara D. Roosevelt Park (1996)

Lower Washington Heights

Dorothy K. McGowan Memorial Garden (1999)
Jumel Ecological Educational Garden (1995)

Upper West Side

D.O.M.E. Garden (1979–1995)

STATEN ISLAND

Travis Amateur Softball Association (1981–1998)

Environmental Education



Environmental issues have come to the fore in the media in recent years and words like “green” and “sustainable” common parlance. According to a National Environmental Education and Training Foundation report, 95% of the public supports environmental education in our schools though scant funding exists to deliver programming. Out of 169,920 students who took the NYS Earth Science Regents Exam in 2009, only 30% scored an 85% or above. Studies are demonstrating that environmental education, particularly the hands-on type GrowNYC has provided since 1978, is producing higher-performing students, improved test scores, and quality character development; it also contributes to later career success and continued stewardship behaviors.

FILLING A NEED

Through GrowNYC’s service-learning programs, youth across the city are learning about environmental issues and taking action to work towards solutions. We focus on issues close to home like noise pollution, habitat restoration, NYC drinking water, recycling, and other environmental challenges specific to the communities our participating youth live. In the process of working on local issues, participants become empowered with knowledge, experience, and leadership skills that will impact them well beyond the length of the program. 2009/2010 saw some 1,300 middle and high school students receiving high quality environmental education and engaging in meaningful projects that bettered their neighborhoods and beyond.



Students testing their solar ovens



ENVIRONMENTAL EDUCATION IN ACTION

● **Water Quality, Climate Change Mitigation and Habitat Restoration:** Students learn about the NYC watershed, its history, and how restoration efforts can improve water quality and the area's natural health and beauty. They also look at soil erosion, restoration, infiltration, porosity and permeability as well as prevention and the role that trees play in mitigating climate change. Students take action planting trees, plants and shrubs, as well as removing invasive species throughout the city on land adjacent to water bodies and along the NYC watershed upstate.

Young people are genuinely excited and motivated by these projects. For many, it's the first time they have experienced the wild



side of New York City and how they can play a role in preserving natural landscape in an urban environment and protecting water quality. Students who continue their involvement in environmental study and stewardship (and there are many) point to their GrowNYC experiences as inspiration. All residents benefit from these student action efforts when they turn on a tap or set foot in a park: Over 4,200 trees, shrubs, herbaceous plants and bulbs were planted and invasive species were removed from over 3,500 square feet of land, near five bodies of water in three NYC parks and tributary to two of NYC's upstate reservoirs. Over 200 trees in a 3,800 square foot section near the Bronx River were mulched.

In addition to hands-on restoration work, 21 high school students organized a youth symposium in March 2010. *Student to*



STUDENT PROFILE

Lily Nguy

HIGH SCHOOL FOR ENVIRONMENTAL EDUCATION (HSES)

Lily spearheaded the Teen Speakers Bureau on Recycling (TSRB) at HSES this year after participating last year. She made the recycling presentation more dynamic, encouraged participation by other members and served as a persuasive lead speaker. Her public speaking ability has grown dramatically since she started with TSRB last year. Even after she graduated she reached out to HSES teachers to recruit more student speakers. From SUNY StonyBrook where Lily is now a freshman she wrote to GrowNYC's EE Director:

It was a wonderful experience being able to share my knowledge on environmental concerns with younger kids. I feel this experience enhanced my skills as a presenter and taught me the responsibilities of real world work. It is an excellent program and I hope that it will continue to educate others as well as give high school students a opportunity to learn and share.

Lily Nguy

Student: Understanding the New York City Watersheds brought together upstate and downstate teens along with experts in the field from the NYC Department of Environmental Protection, Cornell Cooperative Extension, and the Catskill Watershed Corp. Building on what they had done during the year, teens led dynamic presentations ranging from the disappearance of trout to the hot-button issue of gas drilling in the Marcellus Shale.

- **Renewable Energy:** Students learn about the link between energy use, global warming and the need to seek renewable energy sources using their homes and classrooms as examples. Renewable energy is brought to life as 800 students built and tested their own working pizza box solar ovens. GrowNYC staff worked this summer with an environmental sciences graduate to enhance the energy curriculum in order to reinforce Earth Science concepts such as composition of light energy, angle of insolation, convection, conduction and the “Greenhouse Effect” to help prepare for Regents exams and deepen understanding of energy independence – and consequences of not moving toward more sustainable sources and actions.

- **Green Design:** The green design curriculum fosters an un-



TSO youth embody the spirit of environmental service as they pursue environmental knowledge and careers.

Mike Zamm, Program Director

Noise

With its reputation as the city that never sleeps and the pride we take as New Yorkers on being big, bold and frankly, loud, it's no surprise that noise calls to 311 continue to be number one in quality of life complaints. Thanks to a 2007 rewrite of the Noise Code, broader regulations and enforcement tools exist to help mitigate daily assaults on the senses. GrowNYC also provides assistance through its website www.grownyc.org/noise where visitors can find noise facts, publications and tips for reducing exposure and tools for resolving disputes.

One of GrowNYC's most effective resources is our own Dr. Arline Bronzaft, renown noise expert and advocate. With noise impacts increasingly recognized as a hazard to our mental and physical well-being, Dr. Bronzaft travels the globe to discuss problems and solutions related to excess noise exposure. She also works tirelessly in her own hometown of NYC to help citizens take effective action to protect their peace of mind.

Her research was recently featured in a series of programs on Soundcheck, a WNYC radio program, as well as Consumer Reports, Women's Health, The L Magazine, the Daily News, the Wall Street Journal and the Gotham Gazette.



derstanding of sustainability and conservation both locally and globally by exploring green architecture, planning and design as a solution to environmental issues. It includes an overview of green design, case studies of local sustainable street and building designs, and 3-D green-design model building.

This year, 100 budding architects designed “green” houses and streetscapes that demonstrate sustainable design and highlight how renewable energy sources help fight global warming. At an energy fair held at the Union Square Greenmarket this May, thousands of visitors heard about and viewed the possibilities for the future from persuasive teens.

- **Environmental Monitoring:** GrowNYC creates concerned student citizens who want to make environmental improvements in their neighborhoods. Armed with decibel meters, drager tubes and the eagle eyes of teenagers, they search for evidence of leaking fire hydrants, noisy subways, poor air quality and other hazardous conditions. These field observations are then reported to the appropriate city agencies. Success rate: nearly half of the problems students report have been fixed.

WASTE NOT, WANT NOT

GrowNYC is tackling youth-driven recycling on two fronts:

- With financial support from Waste Management and technical assistance from sister program, the Office of Recycling Outreach and Education, the **Teen Speakers Bureau on Recycling** (TSBR) encourages and supports teens through peer-to-peer education and presentations to staff on how to start a recycling program in their schools. Now in its third year, the TSBR has reached nearly 900 individuals with their message of reduce, reuse, recycle.

- With a grant from the Coca-Cola Foundation, more schools are receiving comprehensive how-to advice and guidance on starting school recycling programs. Working with 18 schools in 10 campus buildings throughout NYC’s five boroughs, GrowNYC’s **Recycling Champions Program** has reached 8,013 students and 643 teachers from elementary, middle, and high schools, which are all working towards successful school-wide recycling programs.

GrowNYC is taking a hands-on approach inside each school, working with the school’s sustainability coordinator to galvanize the administration, custodial staff, teachers, students, and parents. We help staff and students develop the necessary practices and tools that can be used to institute and maintain a successful recycling program at any school. Once in place, the

program enables a school to tackle the three key areas where recyclable materials are generated: classrooms, offices/copy rooms, and cafeteria/teacher lounges.

With nearly 1,600 schools and 1.1 million students, there is a serious opportunity to divert recyclable paper, metal cans and plastic bottles, and milk and juice cartons from NYC’s waste stream. Additional opportunities exist to tie recycling and solid waste management into school curriculum.

SERVICE LEARNING SCHOOL SITES



2009/2010

Bronx

DeWitt Clinton High School, Immaculate Conception, St Athanasius, CUNY Prep, The Point After School, Academy of Civic Engagement, Emolior Academy, Pan American International School

Manhattan

HS for Environmental Studies, Manhattan Comprehensive Day & Night HS, Manhattan Country School, East Village Community School, PS 197

Brooklyn

Madison HS, Edward R. Murrow HS, Mark Twain School for Gifted and Talented,

Queens

John Bowne High School

Upstate Watershed

Gilboa-Conesville School, Jefferson-Central School, South Kortright Central School, Margaretville Central School, Onteora High School, Northern Catskill Occupational Center

Learn it, Grow it, Eat it



LGE is entering its fifth year of helping teens make the connection between food, health and the environment. We offer hands-on nutrition and horticulture classes on how to grow vegetables but most importantly we are growing teenagers – giving them skills and life experiences that they can take with them to college, the job market and beyond. And they walk away proud having given something back to their community as good food/good health ambassadors.

We are based in four high schools in the Morrisania section of the Bronx – a neighborhood with some of the city’s highest obesity, diabetes and youth unemployment rates. We have evolved from an in-class program to one that also hosts year long school-based internships which include service learning projects centered around the community gardens we work in. We continue to offer our most energetic and enthusiastic students paid internships during the spring and summer breaks.

WHAT DOES A YEAR WITH THE LGE PROGRAM LOOK LIKE?

In fall/winter, our in-class students make a bee-line for the community garden before cold weather sets in to learn how plants and their environment work, and help harvest our fall vegetables (kale, chard, okra, tomatoes, peppers). Back in the classroom they use their new-found appreciation of natural

foods to take a closer look at their favorite processed foods. They learn to use the information found on food-labels and the websites of fast food restaurants to examine the amounts of sugar, fat and sodium that they are eating and how to make healthier choices. We end the semester with a look at where our food comes from and the impact of food production on the environment and how to work with nature to grow healthy food. This past year graduate students from Columbia University’s School of Public Health evaluated the nutrition education component of the program and determined that we achieved our goal of teaching teens how to make healthier choices. Impressed with the impact of LGE, they also recommended that the program be expanded to additional neighborhoods.

Our fall interns also work in the garden – getting it ready for winter (planting cover crops and garlic, spreading our home-made compost and mulch and saving seeds for the following spring – and on education projects such as our annual calendar (this year’s theme was pollinators.)

In the spring semester we repeat the process but in reverse. Nutrition education followed by hands-on gardening – preparing soil, planting seeds and transplants, watering and weeding. This past year we hired a part-time urban farmer to work with our students to plan and plant the gardens and learn about the role of soil critters, cover crops and how to identify the most common urban weeds.

Working in a community garden and promoting healthy food helped me to watch my daily calories and avoid fast food. Not only did my achievement have an impact on myself but also my family. My parents stopped buying sodas and fast food which had us all drinking more water and eating home cooking.

Adama



Summer is the height of growing season for our plants and students. This past summer 15 interns cared for 3 community gardens where they taught gardening to children aged 3-18. Managing and promoting a weekly Youthmarket featuring New York State and Bronx grown fruits and vegetables, teens sold produce to neighbors, promoted use of EBT and WIC, handed out Health Bucks and ran a nutrition education table featuring our latest interactive display, "The Road to High Blood Pressure is Paved in Salt." They also conducted food demonstrations and cooked for our weekly group lunches. They built 3 picnic tables for the Jacqueline Denise Davis Garden. Our teen educators working with LGE's Program Coordinator also focused on improving the interns' eco-literacy – getting them to understand

the inter-relationship between the plants, garden creatures and humans. Working in a community garden gave them the added opportunity of working side-by-side with people from different generations and backgrounds. Based on the interns feedback at the end of summer we feel were highly successful in harnessing an appreciation for nature in the city.

LIFE BEYOND LGE

In an age of rapidly changing cell phone numbers and e-mail addresses, it's sometimes difficult to keep track of the great young adults who participated in our program. We do know that after 4 years of summer internships that more than 75% have gone on to college or are working. And some of that work has been with us. We hired 4 alumni from our 2009 summer program to work with us part-time throughout the year. They helped us continue our farm stand through the end of October, produce our calendar, host workshops at health fairs, and keep the garden going during the month of June (when our students are hunkering down to take their Regents.) Vanessa, a graduate of our school-based internship and summer program, attributes her new-found confidence and ability to effectively communicate with her professors and other students at SUNY New Paltz to her time spent with LGE. To watch this once shy and quiet teen alternate between English and Spanish to explain to people of all ages how to decipher food labels is inspiring and gratifying.



The teens in our program show me again and again that, given the opportunity, they can make meaningful contributions to their community.

David Saphire, LGE Program Coordinator

Office of Recycling Outreach and Education



GrowNYC's Office of Recycling Outreach and Education (OROE) helps residents better understand New York City's recycling rules. We have conducted direct recycling education to more than 80,000 New Yorkers since our creation in 2006 when the NYC Council passed Mayor Bloomberg's landmark Solid Waste Management Plan. While New York City is a leader in recycling, more still needs to be done. OROE staff works with the NYC Department of Sanitation (DSNY) to increase the percentage of recyclables diverted from the waste stream and to promote waste reduction, reuse and composting efforts. **The office's primary focus is to train and educate building service personnel and occupants on the methods, requirements and importance of recycling, including conducting building specific waste audits.**

HOW OROE WORKS: A GRASSROOTS APPROACH

Every day, across the five boroughs, our five borough specific recycling outreach coordinators conduct their outreach and education alongside volunteers on a Community District (CD) basis. Staff continually develops new methods, in some cases leading to new initiatives, to engage as many New Yorkers in as many ways as possible in recycling. They target Community Districts that have low recycling diversion rates. Staff creates outreach plans for each, focusing on the recyclable materials that have the greatest potential for increased diversion. OROE staff identifies specific residences and public buildings to engage and works alongside elected officials, community leaders, block associations and other community groups to help promote recycling and waste reduction in their particular communities.

WHERE WE ARE

OROE's dedicated staff are working in 27 community districts throughout the five boroughs to increase recycling awareness and participation.

Over the year, staff met with representatives from over 100 residential buildings, including meetings with 59 building superintendents and over 1,700 building residents. In addition, staff participated in 131 community and public events, providing literature and leading hands-on activities around recycling, reuse, waste prevention and composting. OROE staff also helped dozens of event sponsors implement recycling plans at street fairs and other outdoor community events. By participat-



Helping New Yorkers recycle

I think my greatest joy is that look on people's face after they have interacted with OROE staff, when the light goes on, and they say "I understand that better now," or, "You mean I don't put yogurt cups in?" There is nothing like physically observing those results. I look forward to continuing our work to make New Yorkers better recyclers and to continue to develop programmatic initiatives to recycle even more.

— David Hurd, OROE Program Director



ing in these public events, staff provided direct outreach to over 36,000 NYC residents. In addition to helping citizens effectively participate in NYC's recycling program, OROE also creates opportunities for the recycling and/or reuse of items not currently recycled under the city's collection system:

E-CYCLING

Electronics have bettered our lives in many ways but contain heavy metals including mercury, lead and cadmium which pose serious health risks when they end up in landfills. In its continuing efforts to keep these materials out of the refuse stream, OROE once again partnered with Greenmarket in November 2009 to establish a rechargeable battery and cell phone recycling collection program. Over a dozen Greenmarket locations now have boxes provided by the Rechargeable Battery Recycling Corporation where shoppers can place rechargeable batteries and cell phones into sealed plastic bags so they



BUILDING PROFILE

Nehemiah Condominium

In November 2009, the president of the Nehemiah condominium association contacted OROE's Bronx Borough Coordinator, John Johnson, to assist them with bringing the 144 unit development, located in Melrose, up to code on recycling. After investigating the current situation and devising possible solutions, John attended a condo association meeting to present his findings, detail a comprehensive recycling program and to conduct a workshop with association members.

Shortly thereafter the association purchased four 50 gallon trash cans for Metal Glass Paper (MGP) curbside pickup and had a contractor install 2 metal posts to chain them to for safe-keeping. A memo was circulated to all homeowners informing them of the new changes and proper recycling procedures.

In an effort to further reinforcing the recycling message, OROE and the Nehemiah Condo Board of Managers, with volunteers from NY Cares conducted a door to door outreach campaign and BBQ to help educate and encourage residents to participate in a newly initiated MPG recycling collection effort.

More than 100 residents came out to receive recycling training and a Sort n' Store station.

Final result? Neighbors are educating neighbors and recycling participation is up 100% with additional receptacles in place to handle the demand.



can be shipped to a recycling facility. The average American has a total of 3 or more cell phones, and 6 cordless electronic products containing rechargeable batteries in their possession. This new initiative has already diverted thousands of these items from disposal and is another example of how GrowNYC is bringing more recycling opportunities to Greenmarkets in your neighborhood.

STOP 'N' SWAP COMMUNITY EVENTS

Stop 'N' Swaps encourage communities to reuse, reduce and rethink "waste." Think there's no use for your old holiday gift you still can't identify? What started as a new initiative last year has now become a staple in OROE's outreach strategy to encourage New Yorkers to "Reduce and Reuse, then Recycle."



Stop 'N' Swap treasure hunting

These community swaps invite the public to unload unwanted, but reusable items which are taken home by others for free, whether or not they have brought something in exchange. In fact, many come just to get rid of things; others challenge themselves to come home with less than what they dropped off! OROE has sponsored 9 Stop 'N' Swap events in three boroughs where 2,500 New Yorkers scooped up everything from shoes and CDs to tennis rackets and tea cups. In these tough economic times, community swaps allow people in need to save money, keep items out of the landfill and prevent waste created by producing, packaging and transporting new things. OROE staff estimates that 85%-90% of the items brought in were taken away. The remaining materials were recycled or donated to local charities, thrift stores, etc.



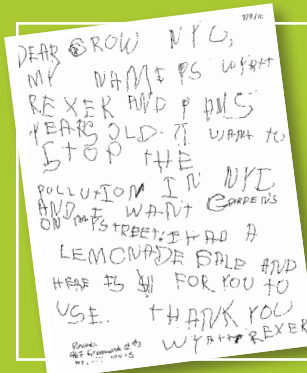
The recycling workshops were fun and interactive. People are using their [OROE Sort and Store] bags and feel more confident in their ability to make a difference through recycling ... Again, thank you for uniting with us in our efforts to "Green Our Tenants" to improve the quality of their lives and the general health and well being of our entire community."

Jacqueline Mason Tenant Services Coordinator,
Youth Action Programs & Homes, Inc.

Every little bit helps.

Whether it's making a contribution or making a decision, our choices and actions add up in meaningful ways that benefit us all:

**Recycle. Buy local. Eat better. Plant a tree.
Teach a child. Use less. Give more.**



My name is Wyatt Rexer and I am 5 years old. I want to stop the pollution in NYC and I want gardens on my street. I had a lemonade sale and here is \$11 for you to use.

Thank you,
Wyatt



How you can help:

Make your gift.
Give in support of this longstanding and valuable NYC institution.

Renew your gift.
Make your gift last all year by making a monthly contribution.

Match your gift.
Double the impact of your gift through your company's matching gift program.

Share your gift.
Put your talents to good use through volunteer work in a program area of interest.

For more information on GrowNYC:

www.grownyc.org • 51 Chambers St., Suite #228, New York, NY 10007 • 212.788.7900

GrowNYC Finances

Fiscal Year 2010



OPERATING REVENUES

Foundations	\$ 630,665
Individuals/Corporations	439,171
Government Contracts	1,685,852
Contributed Facilities	413,000
Greenmarket Fees	2,718,723
Other income	212,715
Total Operating Revenue	\$ 6,100,126
Change in Operating Net Assets	\$ 200,199

NON-OPERATING REVENUES

Interest & Dividends	\$ 41,653
Investment Income	190,285
Total Non-Operating Revenue	\$ 231,938
Change in Net Assets	\$ 432,137
End of Year Balance	\$ 2,193,870

EXPENSES

Environmental Education	\$ 393,407
Greenmarket	2,648,534
Hunger, Farmer Development and Food Projects	408,266
Open Space Greening	732,405
Office of Recycling Outreach and Education	691,370
Public Information	35,015
Management and general	628,122
Fundraising	362,808
Total Expenses	\$ 5,899,927

The amounts have been taken from the financial statements for the year ended June 30, 2010 which have been audited by Loeb & Troper, Certified Public Accountants. The latest annual financial report has been filed with the NYS OAG, Charities Bureau, 120 Broadway, NY, NY 10271. A copy may be obtained from GrowNYC, 51 Chambers Street, #228, NY, NY 10007



FUNDERS

\$10,000 +

Louis & Anne Abrons Fdn. Inc.
Anderson Rogers Fdn., Inc.
Anonymous
Catskill Watershed Corp.
City Harvest
The Coca-Cola Foundation
Con Edison
Durst Organization L.P.
Gesso Foundation
Hugo Neu Corp.
Hyatt Hotels Foundation
Mrs. Marian S. Heiskell
Geoffrey Hughes Foundation
Leon Levy Fdn.
Levitt Foundation, Inc.
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The Morris & Alma Schapiro Fund
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Dr. Robert C. & Tina Sohn Foundation
Waste Management
Rodney L. White Fdn.
Whole Foods
World Publications

\$5,000–9,999

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Victoria Contino, Esq.
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Green Mountain Energy
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Sims Metal Management
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\$1,000–4,999

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Mr. John P. Montague
Paul S. Nadler Foundation
National Assoc. for Pet Container Resources

National Grid
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