



# Cultivating Community



The Growth and Goals of the  
New Brunswick Community  
Gardening Coalition

Spring 2012 Independent Study

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*To assist with the growth and management of the newly-formed New Brunswick Community Gardening Coalition and assess its effectiveness as a community development strategy.*



# objective

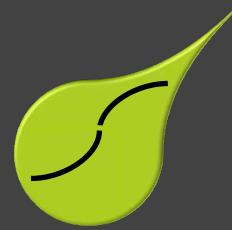


# Main Actors





# Seed Swap



New Brunswick Community Garden's Coalition's Kick Off Event



# Three Goals

*of the March's Seed Swap*

## Conclusions Reached:

- Informal setting is more conducive to building networks

- Provide food and they will come

- Laughter is a universal language



## Issues to Address:

- Language and Literacy Barriers
- Cultural Relevancies

Goal #1:

# Community Building

Goal #2:

# Resource Sharing

## Conclusions Reached:

- Unique and diverse skill sets across the gardeners
- Different ages, backgrounds, life stages,etc
- Looking forward to next year



## Issues to Address :

- Encourage Future Sharing
- Talk with one another, not at one another

## Conclusions Reached:

- Build transitions into program
- Word of mouth is an effective form of communication



## Issues to Address:

- Length and Accuracy of Translated Instructions
- How to test pre and post knowledge

Goal #3:

# Awareness Spreading

Where is your garden plot?

Do you know the name of Your Garden Coordinator?

How long have you been working in the your garden?

Do your children participate in the garden process?

Future Workshop Ideas?

What methods of preservation do you practice?

# Gardeners' Survey



Do you have adequate access to gardening tools?

Would you be interested in becoming an Urban Master Gardener?

How did you hear about the Seed Swap?

What do you grow in your garden? What would you like to grow?

Season's Goals?

Question #10:

# Season's Goals?

“grow more.”



“Cosechar todo en  
mejor estado y  
dedicacion a los  
plantos.”



“learn more.”

“continuing to learn  
how to garden fresh  
vegetables”

“to have greater  
yields.”

“cosechar muchas plantas”

“start earlier.”

“sembrar lo mas que  
se pueda”



Question #11:

# What have you grown?

“lettuce.”

“chiles”

“tomatoes”

“carrots”

“peppers”

“radishes”



“chiles”

“tomatoes”

“broccoli”

“peas”

“radishes”

“cilantro”

“green beans”

Question #12:

# What do you want to grow?

# New Brunswick Community Gardening Coalition Short-Term Goals

## **Create workshop series for gardeners**

1. Methods of Preservation
2. Composting
3. Gardening 101
4. Season Extending: Hints & Tips
5. Possible Statewide field trips to other local gardens?

## **Set up quarterly focus groups with gardeners**

1. Solicit gardener feedback on what they would like to see the coalition spearhead
2. workshop/field trip ideas
3. identify community leaders

## **Expand upon NBFOOD.ORG**

1. Develop a streamlined method of communication used for resource sharing and community development



# New Brunswick Community Garden Coalition Long-Term Goals

**Become a regional model for community  
gardening coalitions**

1. Marketable
2. Scalable
3. Versatile

**Expand Our Community Gardens**

**Strengthen Community and University Partnerships**

**Promote Urban Agriculture in New Brunswick, NJ**

1. Build up Urban Gardeners as Community Leaders
2. Strengthen business savvy
3. increase food security in New Brunswick, NJ



# New Brunswick Community Garden Coalition



*Questions or More Information?*

visit [NBFood.org](http://NBFood.org) today!

*Stay tuned for future workshops, upcoming meetings, and all things gardens!*