



Name of project: 'Grow your own Potatoes'



### Main outline of project, inc. Initial aims:

'Grow your own potatoes' is part of EggSeeds, a project run by Sam Holt in collaboration with hubs in and around the city.

Utilising one of the core things that connects everyone, FOOD.

The project aims to see more people growing their own potatoes, in turn gaining knowledge, confidence, spreading the word about food, farming and the environment; encouraging more people to get outdoors and grow, inspiring people to give new things a go, enhancing awareness of local activities and giving more community access to fresh local foods.

How you expand on this is up to you. We have successfully seen launched - cooking initiatives, community gardens, schools engagement, sports activities, workshops, clubs, parental engagement programs, volunteer signups and gathered large numbers of new contacts and community members.

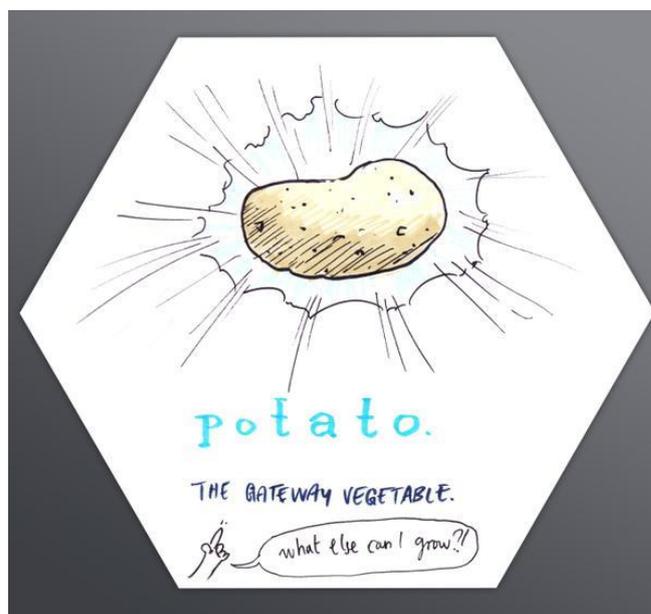
The project has a 3 stage engagement strategy over 14-15 weeks period, culminating in a potato party in June with each hub. At each contact and in between you have the chance to share information, training, products and support with the participant.

### Outcomes so far & aims for future:

50 packs were distributed for the pilot project in 2014 funded by Renew Wales and EggSeeds and hosted by ACE C1st; 877 potato packs were distributed through 9 hubs including spreading into Newport in 2015: nurseries, childcare settings, church group, schools, communities groups and individual households. Potato parties were planned for late June where they celebrated their results and the humble potato through games, cooking and food with the hope participants continue growing and cooking their own produce.

*"potatoes are the gateway veg, once you see something you planted start to grow the bug for gardening and growing your own begins and food security gets that little bit closer"*

Sam Holt, TedXCardiff 2015





In Ely and Caerau the project created passion and desire in the community to learn more about what can be grown and 2 local community growing spaces have been started with weekly family growing club with attendance of 15-40 participants of all ages.

In 2016/2017 EggSeeds in collaboration with Food Cardiff and Grow Cardiff hopes to secure sponsorship and expand this low cost community development model further into the community with over 1000 projects delivered in Cardiff and 500 in surrounding region.



### Year planner

**December** – Seed Potato and stock ordered

**Jan/Feb/March**- Hubs sign up or direct individual participants; deliveries to hubs

**March** – Pick up 1 (Instruction step 1 and potatoes)

**March/April Pick up 2** (fertiliser, grow bag, instructions) does not contain compost sold separately by hub or retailer, or by prior arrangement with EggSeeds to supply green waste compost at £2.50 per bag, minimum delivery required (15 bags).

**June** – Potato Party (cooking, eating, competition, potato games, education, potato treasure hunt(geocache))

**Hubs** – Hubs are locations that distribute potato packs and wish to have participant engagement and or run growing sessions, potato party, develop growing scheme, deliver health agenda.

A hub orders a minimum of 30 packs or (3 per class if a school)

**Individual participant** is some who connects direct with EggSeeds and signs up. Prices subject to retail price and not hub price due to small order and time.

**Pack contents** - Costs per pack £1.50 to a hub £3 individual.



1 x carry bag,

3 x potatoes (First early potatoes – selection subject to availability but 15+varieties)

1 x potato fertiliser bag

1 x 36L Grow bag

2 x instructions



## **Marketing/Branding Potential for Hubs and sponsors**

Each instruction sheet has space for up to 4 logos and each person has two instruction sheets. Each project can be talked about on Social media, videos, and interviews. Sponsors would be acknowledged in all press releases.

## **Sponsorship potential**

Each year the project runs at cost neutral and hubs pick up the cost of the packs and compost or pass this on to the participants depending on targets and desired outcome. The project does not factor in staff time to create the project, setup the hubs, organise and distribute the kits and to keep this cost down we look for sponsorship to deliver the project so that we can encourage take up across the city. Each year EggSeeds requires sponsorship to run this project. In 2016 Costs anticipated at £2000. To offer greater opportunity to inspire more people EggSeeds would like to take community engagement event into the city centre which would cost further £2500 but wider branding potential. Celebrations and events in other regions would cost £500-1000. We would always seek to work in collaboration to reduce costs and make any sponsorship go further and put on additional events.

**Ideas** -Everyone that knows me knows I enjoy coming up with and helping others to develop their new and creative ideas and always happy to collaborate to see them piloted and achieved.

I have been dreaming of a Potato hunt across the city using GPS coordinates known as Geocaching, hiding a series of 50 small golden potato models in key locations encouraging exploration of the city and suburbs, discovery of places of merit and opportunity for further engagement. I also dream of a potato themed street party with street food, games, entertainment to celebrate the humble spud. I am but one man with a small team of passionate people supporting me when they can so if you think you can help make a positive change or develop some of these ideas with me please contact me. If you have your own ideas about where this could go and what could be achieved on the back of this please consider exploring this with me.

## **Other projects you can link in with me on as they develop**

**Cardiff Hops** – growing dwarf hops in the city to help develop the Cardiff grown beer by Pipes – Taff Temptress.

**A Thousand Trees Project and Edible Trails** – Planting Fruit trees and bushes across the city to tackle food poverty.

**Alley Way Project** – Developing the alleyways into the green lungs of the city creating green corridors that can be safely accessed and enjoyed by local residents and help reduce risk of flooding and fly tipping.

**Incredible Edible Storybook** in collaboration with Project 2020

## **Contact info:**

To book projects, become a hub or to consider being a sponsor visit <http://eggseeds.com/> or contact [sam@eggseeds.com](mailto:sam@eggseeds.com) @EggSeeds