



# GROW RESILIENCE

**A Sustainable Crisis-Response Strategy to Expand Organic Gardening Education & Food Access During Times of Crisis.**

Urban Harvest is committed to doing our part to ensure everyone stays safe, healthy, and connected. In light of COVID-19, we launched **Grow Resilience**, a coordinated strategy to continue providing resources and education, economic development, and food to those who need it most. Times of crisis highlight our need for **sustainable access to education and healthy food sources for all**. Urban Harvest develops interventions that are addressing this challenge, feeding, and revitalizing our city.

In this critical moment, there is a need for resilient individuals, neighborhoods and cities. Today, Urban Harvest continues to champion the vision that started it all: **Support fresh, real food – and those who grow and raise it.**

**Thank you for your trust and support.** Together, we can continue to enrich the lives, soils, and plates of all Houstonians during this time.



Urban Harvest

3302 Canal Street, Houston, Texas 77003 — 713.880.5540 — [www.urbanharvest.org](http://www.urbanharvest.org)



On August 5th, 2020 we launched the **Mobile Market**, a SNAP-based traveling farmers market. The market will operate throughout the Greater Houston area to address the heightened need for food assistance. At each location, the mobile market will provide hard-to-reach areas with fresh fruits and vegetables, nutrition and gardening education, Double Up Houston and SNAP information; and piloting, for the first time, benefits enrollment for SNAP, Medicaid, TANF and Healthy Texas Women.

Our Urban Harvest Saturday Farmers Market generates an overall economic impact of \$4.1 million annually, preserves over 10,100 acres of productive, diversified family farmland, and creates over 525 jobs for local farm laborers, family growers, and small business entrepreneurs. With the guidance of local, state, and federal officials, our Saturday Farmers Market and Northeast Community Farmers Market have remained open during COVID-19, updating its safety regulations and health measures by providing Drive-Thru options for safe pick up, offering one of the safest methods for community members to obtain food.

### **Visit our Farmers Markets**

In response to the ongoing pandemic, Urban Harvest's Double Up Program has increased the SNAP match amount from \$20 to \$30 a day on produce to meet surging food needs and growing SNAP enrollment across the region. The increased incentive is a win-win-win: SNAP shoppers bring home \$60 worth of fresh, healthy food for just \$30; local farmers gain new customers and sell more product; and more food dollars stay in the Houston economy. Urban Harvest has also launched a new Double Up Houston CSA (Community Supportive Agriculture) Program for SNAP recipients.

### **Map of Double Up Sites**

Urban Harvest's Education Program has seen a surge in interest in gardening as a result of the pandemic. To make garden and nutrition education accessible to all, we have transitioned our traditional in-person Education Program to an online format with webinars and virtual classes, online cooking demos, Organic Gardening videos, blogs, and recipe cards. With these complimentary tools, individuals learn to grow their own fruits and vegetables and stretch their food dollars further, freeing up financial resources that can meet expanding needs during the crisis.

### **Classes Calendar**

In light of COVID-19, our Community Gardens Program began by engaging with growers and conducting a network-wide needs assessment to gauge our gardens' top priorities and how our organization can best support them. Overwhelmingly, growers expressed a high need for material support and organic garden education. To align with these priorities, Urban Harvest is expanding our Hub Distributions by providing a drive-thru option for contactless pick-up – supporting our affiliate gardens with free organic seeds, transplants, fertilizer, and now tools and compost.

### **Guidelines for Safety Gardening**

