



Program Outline (5 year)

Healthy Harvest



Background: *Healthy Harvest* was derived from The Center for Health and the Global Environment (CHGE). CHGE was founded in 1996 at Harvard Medical School to expand environmental education at medical schools and to further investigate and promote awareness of the human health consequences of global environmental change. CHGE is an “Official Collaborating Center” of the United Nations Environment Programme (UNEP). The mission of CHGE is to help people understand that our health, and that of our children, depends on the health of the environment and protecting it.

Primary Objective:

With *Healthy Harvest*, Greenrock’s aim is to revive Bermuda’s local food production and consumption. When individuals consume foods that are produced or found locally, it’s better for them and their community, as well as the economy and the environment.



Secondary Objective:

In today’s modern consumer society, most foods are processed, packaged and shipped around the world. There is a growing lack of knowledge about the health benefits and tastes of naturally produced foods. Today, many generations of Bermudians and island residents are not familiar with the tastes of Bermuda citrus and/or certain types of vegetables and fruits. Through *Healthy Harvest*, Greenrock hopes to re-engage the community by getting them involved in planting, harvesting, purchasing and eating local produce.



Like North America and other parts of the world, Bermuda faces its own challenges with diabetes and childhood obesity. Therefore, opportunity is ripe to utilize *Healthy Harvest* as a way to regain the tastes, nutrition and social benefits from eating locally produced foods.

In the February 2008 Throne Speech, the Governor stated: "The Government will reinvigorate Bermuda's declining citrus and fruit culture through the introduction of new varieties and education classes will be offered in order to promote public participation in this initiative."

Phases of Healthy Harvest:

Phase I: In 2009, Greenrock formed a *Healthy Harvest Advisory Panel* (HHAP) to assist in creating a pocket-size guide for Bermuda which showcased the types of seasonal foods that can be grown (or found) in Bermuda. The guide was part of Phase I of the **Healthy Harvest** program and distributed at local plant nurseries, schools and various businesses. We further supported the effort by creating a local PSA campaign around the importance of eating locally which was seen in newspaper ads and e-flyers. We also hosted a premiere screening of Robert Kenner's documentary film called **Food, Inc.** The film educates consumers about the food industry just as Al Gore's film, *An Inconvenient Truth*, raised awareness about climate change.



Phase II: Launched in April 2011, Greenrock hopes to build, plant and maintain a series of community gardens and orchards over 5 years across Bermuda within schools, playgrounds, parks, commercial spaces, government land and private property.

With the **Healthy Harvest** goal to revive interest in growing, harvesting and eating local foods, we want to engage individuals, companies, schools, Government and other groups to do their part in making this happen. Greenrock will guide people on how they can help through volunteering or by donating funds. We will work with local experts and nurseries to ensure that **Healthy Harvest** is sustainable for years to come. We will aim to provide actionable steps, organic methods and projected costs with growing different varieties of produce to ensure this knowledge is shared and properly archived.

Phase III: Once a substantial yield is created from **Healthy Harvest** gardens and orchards, we'll initiate community harvesting where families can pick fruits and vegetables for themselves, as well as participate in our 'giving back' basket where an amount that is picked is collected for a local food bank. Greenrock will look at ways to help encourage communities to use locally grown food as a way to help offset the cost of living – especially those from lower socio-economic sectors. We will encourage the formation of local growing cooperatives or credit systems where locally grown foods could be exchanged as barter or credits at local grocery stores as a means to purchase other food items.



Target Audience:

Greenrock believes that the **Healthy Harvest** project is one that will impact the whole community, including children, adults, families, schools, churches, businesses, hotels and restaurants. An indirect audience will be tourists who are interested in tasting our unique foods.

Guidance from the Healthy Harvest Advisory Panel (HHAP):

Greenrock is fortunate to have dedicated volunteers who have agreed to sit on our Advisory Panel. They are responsible for providing stewardship towards the maintenance and implementation of **Healthy Harvest** action plans, participating in scheduled events and public relations initiatives, assisting in helping us raise funds as requested and providing guidance on issues that might impact the long-term, sustainable success of this project.

HHAP Members (for Phase I - creating HH pocket size guide for Bermuda):

- Carlos Amaral - Amaral Farms
- Kent Brazier - Sousa's Landscaping
- Quincy Burgess - Dept. of Environmental Protection
- Frances Eddy - Grow Bio-Intensive Gardening Teacher
- Trent Smith/Julie Greaves - Aberfeldy Nursery
- Tom Wadson - Wadson's Farm

HHAP Members (for Phase II launch - creating community gardens and orchards):

- Kimberly Burch – Dept. of Environmental Protection
- Quincy Burgess – Bermuda Bee Keepers Association
- Omari Dill – Healthy Harvest Project Director/ UTOPIA
- Andrew MacFarlane – Catlin Group
- Aran McKittrick – Transitions Bermuda
- Suzie Pewter – The Whitfield Group
- Margaret Ward – Daily Bread

Present (2012) Synopsis:

In spring 2011, Greenrock identified a certified Agronomist, **Omari Dill**, to serve as our (part-time) Project Director and who has a solid reputation in the community and Government in the area of agriculture and education. Greenrock conducted meetings with potential sponsors (we have created a slideshow presentation that explains the management, logistics and costs of **Healthy Harvest** over a 5 year period) in order to raise the level of support need to make this project come to fruition.

On April 20, 2011, we announced that **Catlin Bermuda** would serve as the lead sponsor over the next 5 years in supporting Phase II of the program.

Greenrock's focus going forward will be to work with other charities and schools in developing **Healthy Harvest** gardens, where we believe educating, inspiring and engaging future generations will be paramount in the long-term success of the program. The overall aim is to develop a management model which can be used by churches, schools and/or other community groups who also want to establish community gardens.

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Greenrock is a registered Bermuda Charity (#704) focused on sustainable development. Greenrock acts as a catalyst (an agency for meaningful change) working with the public and private sector in order to create sustainable solutions from an economic, social and environmental perspective – the triple bottom line. In this way, Greenrock aims for and aspires to 'Changing the Mindset' in Bermuda. More information is available at www.greenrock.org.

