



Summary of Data Collected From Gardeners 2015 Harvests

For the past nine years, there has been an increasing awareness of the issue of the waste of food across the world. The data documented the “farm to table” losses.

What has been missing from the discussion of the problem and potential solutions has been the loss that occurs closer to home - in tens of millions of home and community gardens.

AmpleHarvest.org was founded in 2009 to address the issue of that food loss by educating and enabling these gardeners to donate their excess food.

Until now, how much of that excess food was available for donation was anybody's guess.



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In 2015, AmpleHarvest.org surveyed home and community gardeners across America about their 2014 harvest to answer several questions:

1. Do you grow food in your garden
2. If you do, how much more food do you grow than you can use (i.e. how much is lost to waste)
3. If you had the opportunity to donate that excess food to a food pantry, would you?
4. If you had the opportunity to donate food, would you grow more explicitly to donate it?
5. Does AmpleHarvest.org influenced the behavior of gardeners towards donating food?
6. Do gardeners who donate food encourage others to donate food?
7. And lastly, gather some demographic information.

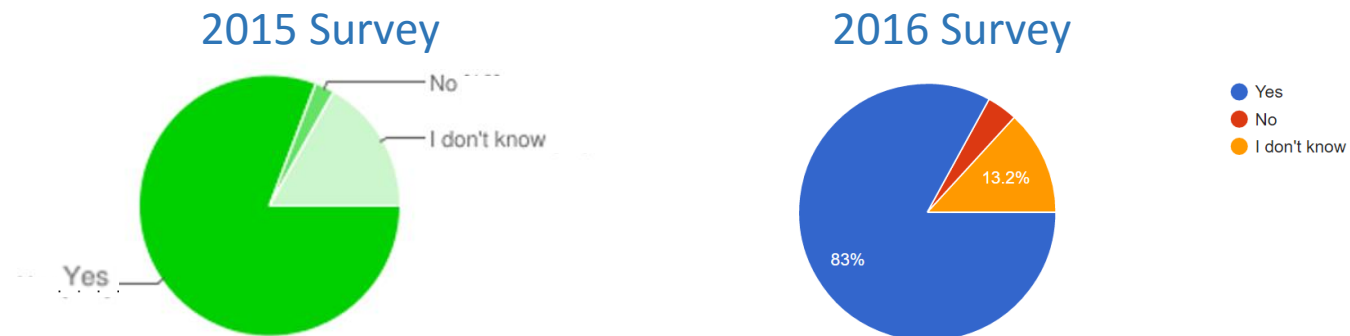


The result of the survey of so surprised us, that we decided to repeat the survey in 2016. In 2015, we surveyed about 660 gardeners. In 2016, we tripled that to nearly 2,000 gardeners. In both cases, the data were analyzed by Christopher Reberger of Cisco Consulting Services.

The 2016 data validated the 2015 data.

Example of data validation:

If you knew that a local food pantry welcomed your excess garden bounty, would you donate it?





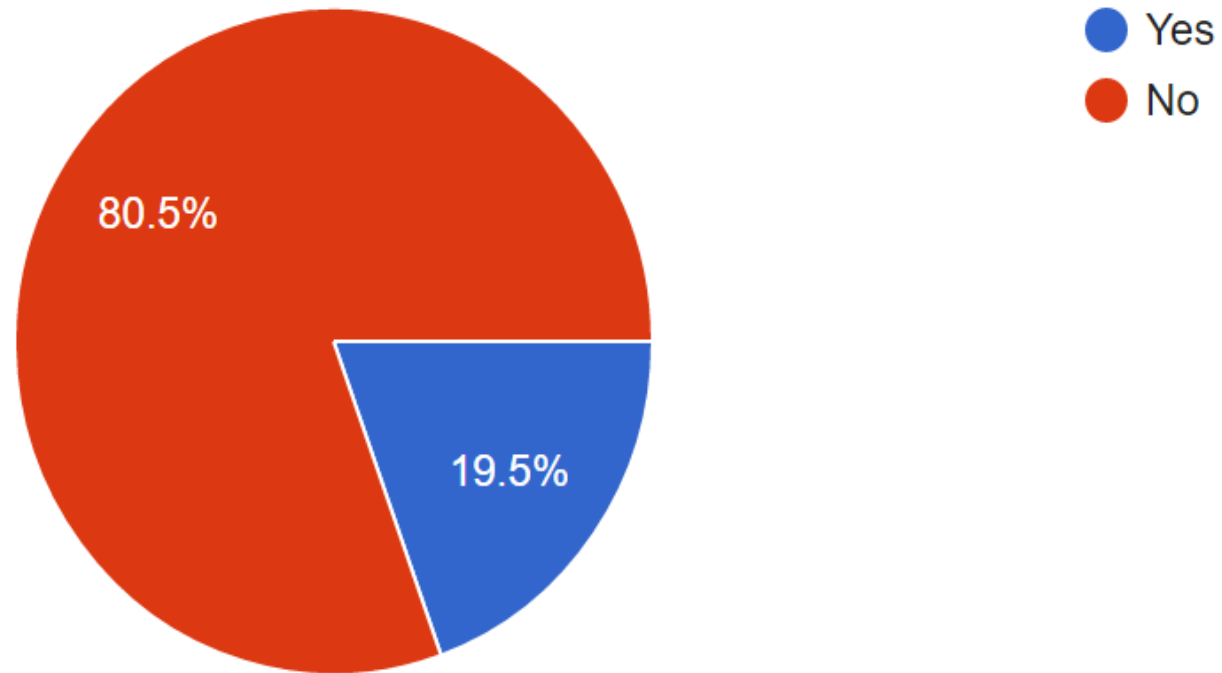
The graphics in this document help to illustrate the data in the accompanying white paper by Dr. Selena Ahmed and Dr. Carmen Byker Shanks from Montana State University and the data analyzed by Christopher Reberger, Global Economics and Research Practice at Cisco Systems

Summary:

- Approximately 11 billion pounds of garden food loss occurs annually. That food would feed 28 million Americans.
- More than 80% of gardeners are eager to donate that food.
- The value of that food exceeds \$27 billion.
- Nearly 50% of gardeners would grow more explicitly for donation



Had you heard of AmpleHarvest.org before taking this survey?

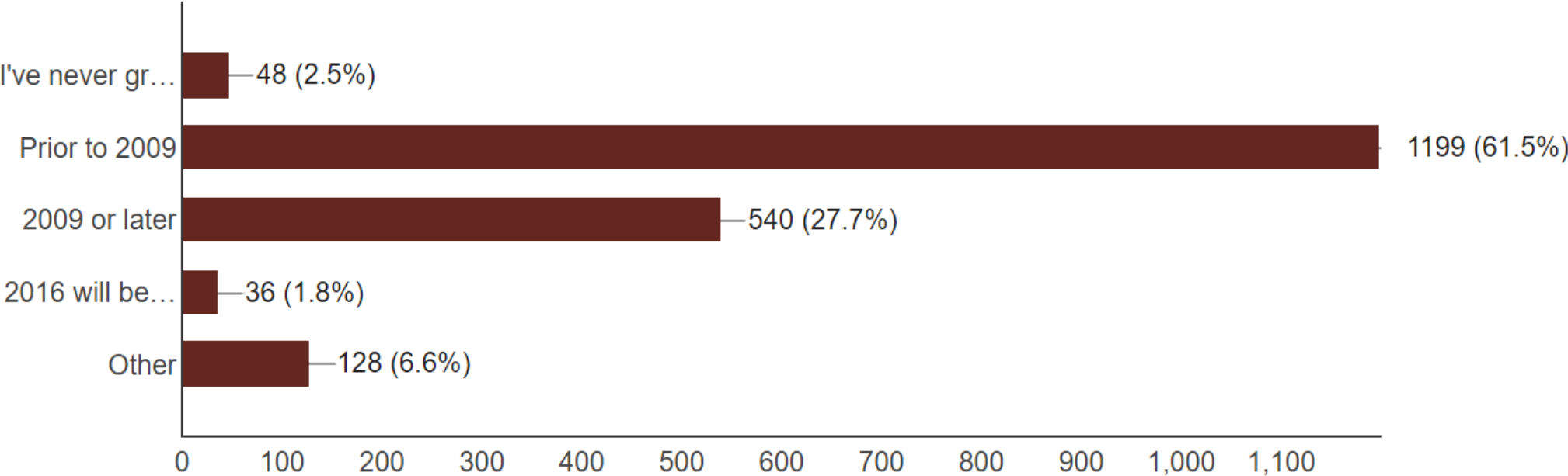


Why this question is important:

It shows that the awareness of AmpleHarvest.org by gardeners closely matches the percentage of food pantries already registered on AmpleHarvest.org

To the best of your recollection, what year did you start growing food in your garden?

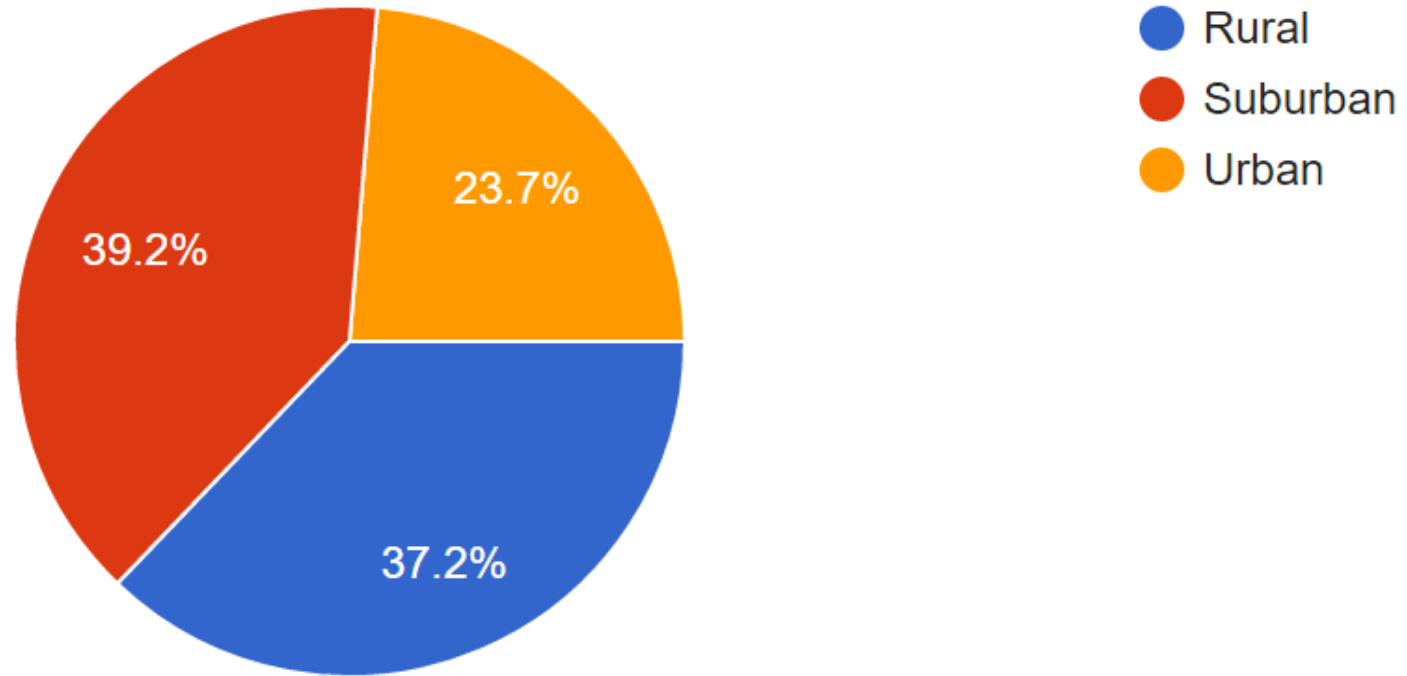
(1951 responses)



Why this question is important:

It shows that a large number of growers have been gardening before AmpleHarvest.org started.

Are you in a rural, suburban, or urban setting? (1951 responses)

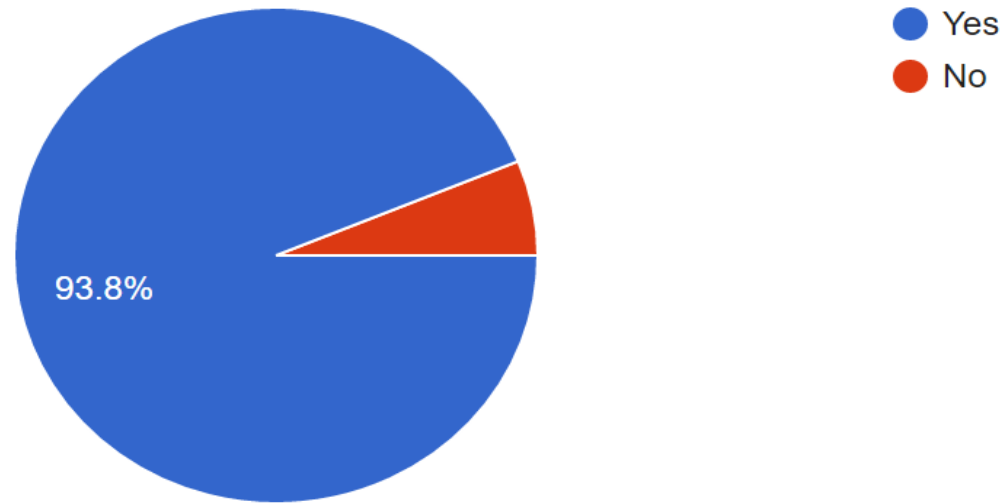


Why this question is important:

Significant urban food recovery/donation potential

In 2015, did you grow food (fruit, vegetables, herbs, nuts) in your home or community garden?

(1951 responses)

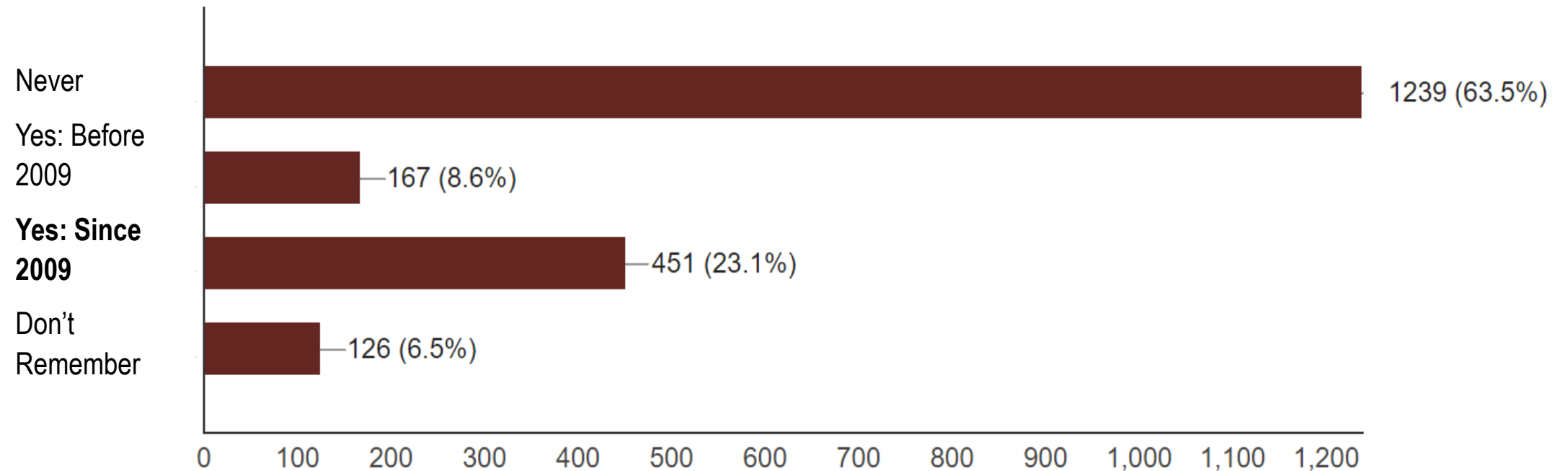


Why this question is important:

It shows nearly all gardeners grow food

Have you ever donated food from your garden to a food pantry, and if so, when did you first do it?

(1951 responses)

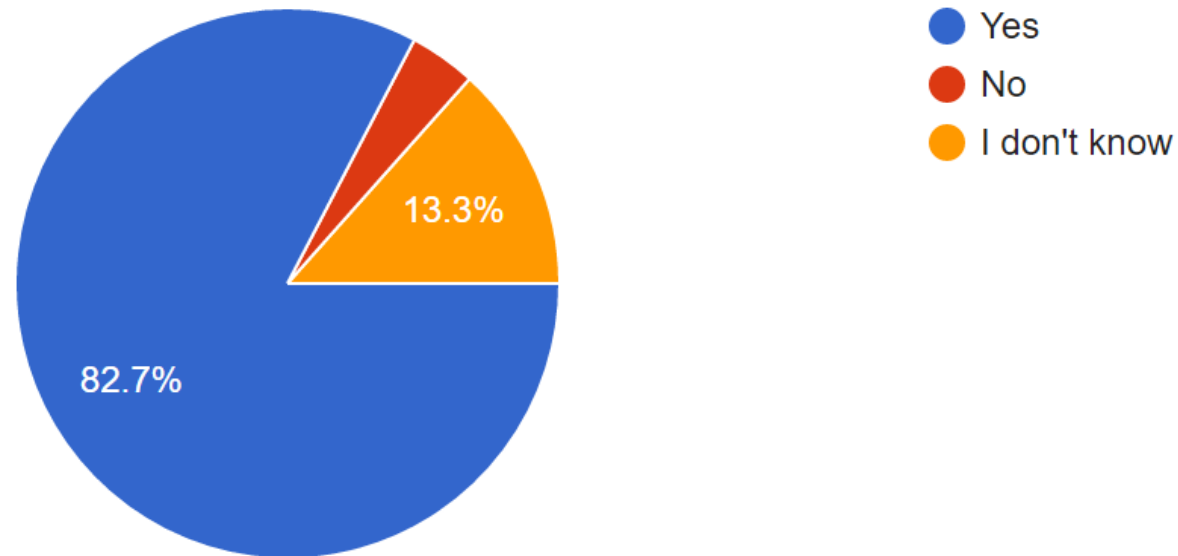


Why this question is important:

It shows a significant increase in donating food since AmpleHarvest.org was founded in 2009

If you knew that a local food pantry welcomed your excess garden bounty, would you donate it?

(1951 responses)

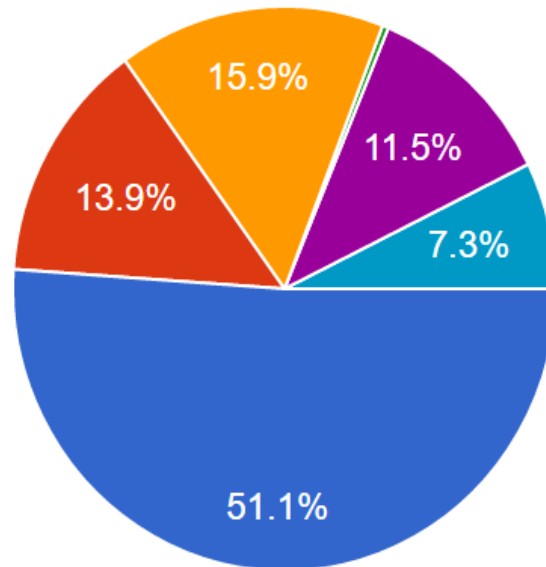


Why this question is important:

It shows 4 out of every 5 gardeners, given the opportunity, would donate excess food.

If your neighbor grew too much food in their garden and told you about it, would you

(1951 responses)



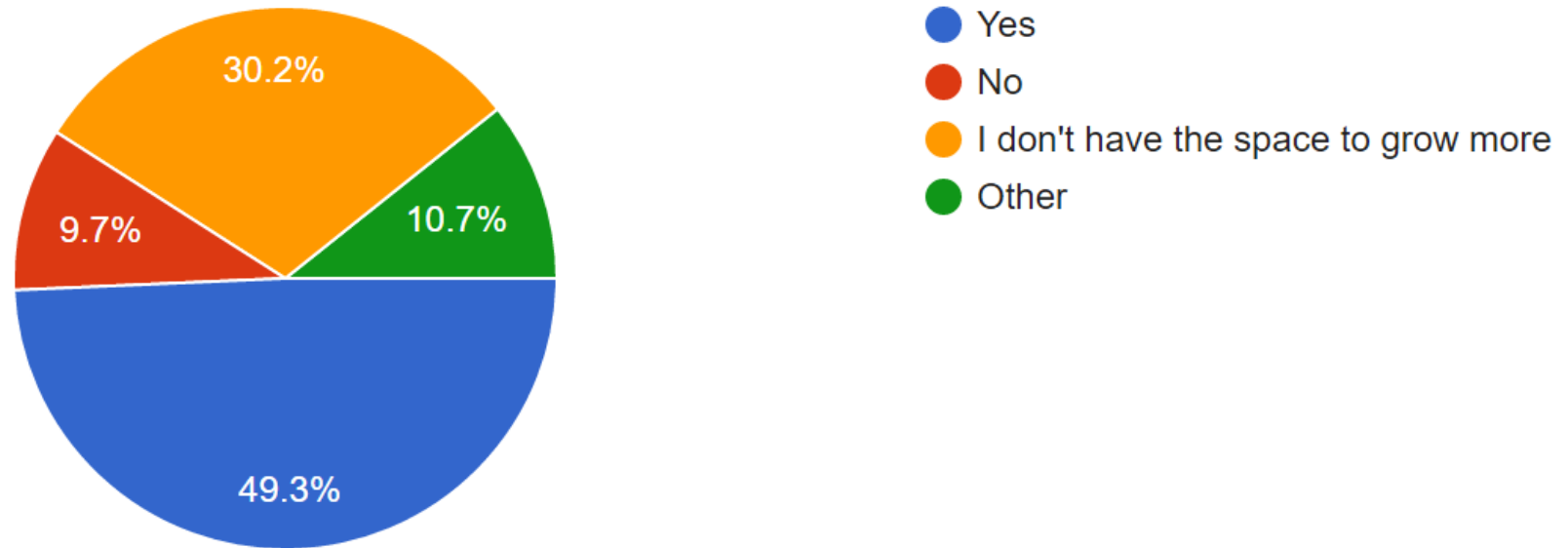
- Direct them to a food pantry in your community that you know accepts fresh food
- Direct them to AmpleHarvest.org to find a food pantry in the community
- Direct them to a food pantry in your community *and* tell them to get more food
- Not mention to them that they can possibly donate the fresh food?
- I'm not sure of what I'd do.
- Other

Why this question is important:

It demonstrates the viral nature of AmpleHarvest.org – that half of the gardeners would “carry forth” AmpleHarvest.org’s information and send their neighbors to a food pantry.

If you knew that a local pantry welcomed your excess food, and if you had the space to grow more, would you grow ****more**** explicitly to donate it?

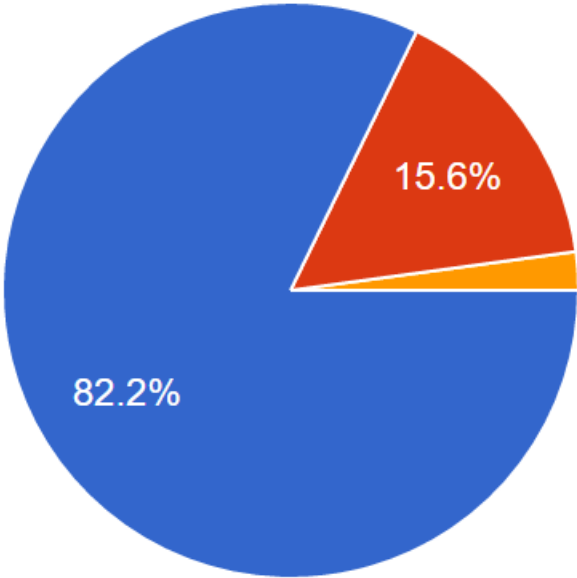
(1951 responses)



Why this question is important:

It demonstrates that half of the gardeners would engage in the act of charity (i.e. growing more food for donations above and beyond simply not wasting excess food)

What is your gender? (1951 responses)

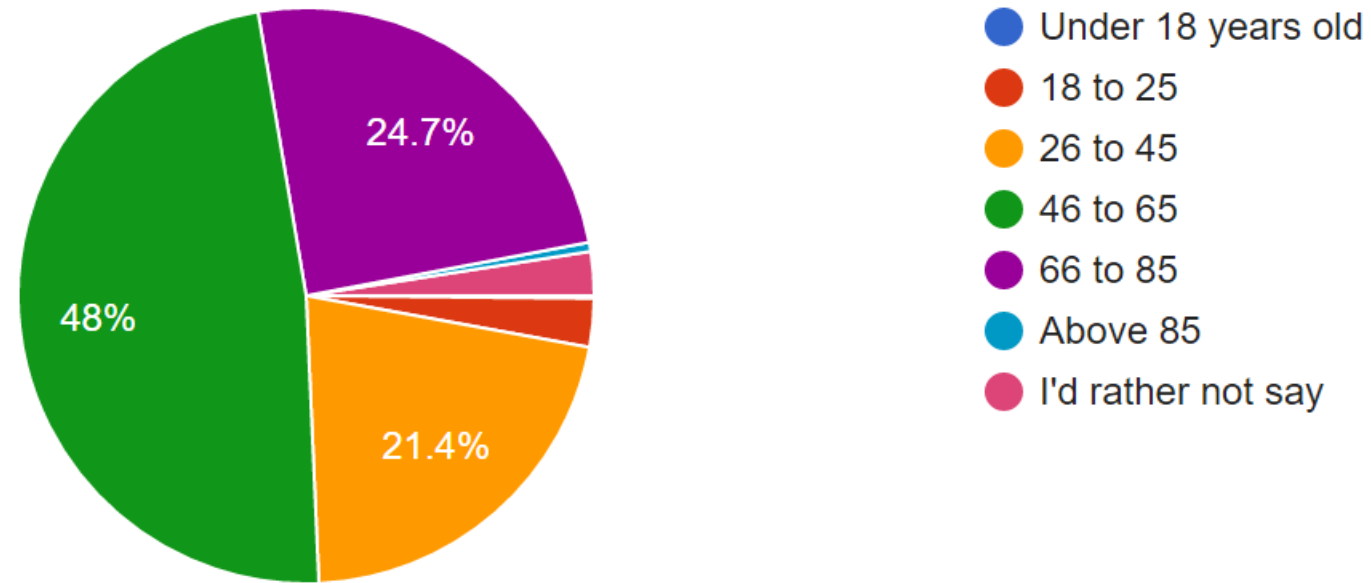


- Female
- Male
- I'd rather not say

Why this question is important:

Closely matches National Gardening Association Survey data

What is your age range? (1951 responses)



Why this question is important:

Closely matches National Gardening Association Survey data



Learn More....

The complete study, an infographic and additional information is available for download at

www.AmpleHarvest.org/GardenFoodWasteStudy

Although the survey is completed, AmpleHarvest.org is keeping the survey online for additional gardeners to report their prior year harvest. If you would like to participate in the survey, click [here](#).

Contact info@AmpleHarvest.org for more information. Press information is available at www.AmpleHarvest.org/PressKit