PLANT AN EXTRA ROW CAMPAIGN: PROGRAM TIMELINE

2013 GROWING SEASON

Year 1: Plant an Extra Row Campaign

2014 GROWING SEASON

Year 2: Plant an Extra Row Campaign

2014 PLANT AN EXTRA ROW CAMPAIGN



APRIL-EARLY JUNE

Gardenerfood shelf matching process



JULY-OCT

Produce donations; Monthly communications to gardeners and food shelves; Data collection









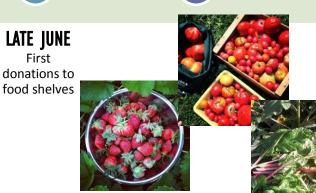


MARCH-MAY Recruitment of gardeners and

food shelves



LATE JUNE First donations to



NOVEMBER

Data analysis; Sharing results with food shelves and gardeners



(Photos courtesy of PAER garden photographers)