

PLANT AN EXTRA ROW CAMPAIGN: PROGRAM TIMELINE

2013 GROWING SEASON

Year 1: Plant an Extra Row Campaign

2014 PLANT AN EXTRA ROW CAMPAIGN

JAN-FEB
Project planning



APRIL-EARLY JUNE
Gardener-food 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 food shelves



NOVEMBER
Data analysis; Sharing results with food shelves and gardeners



(Photos courtesy of PAER garden photographers)

