

Google "How to start a garden" and you will have 2,240,000,000 results in 0.51 seconds.

That's 2.24 BILLION ideas.

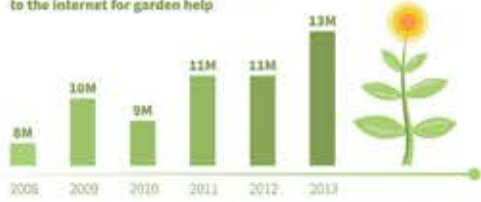
Now what?

## The ROOT ISSUE

People know that most American food travels more than 1,500 miles before hitting the plate. Not only does this dictate freshness, it reflects an incredible amount of transport energy, a vulnerable dependence on sprawling national food supply chains, and general disconnection with fresh & natural produce.

In fact, the ancient concept of food gardening is on the rise. In common realization of both the negative impacts of the current system and the benefits of connectiveness with a food garden, one 2012 study concluded that "a community gardening program can reduce food insecurity, improve dietary intake and strengthen family relationships" on a measurable scale. That's even more significant when 41 million Americans are food insecure according to the USDA for 2016.

As of 2013, some 42 million Americans grow food, and many of these first-time (millennial) gardeners look to the internet for garden help



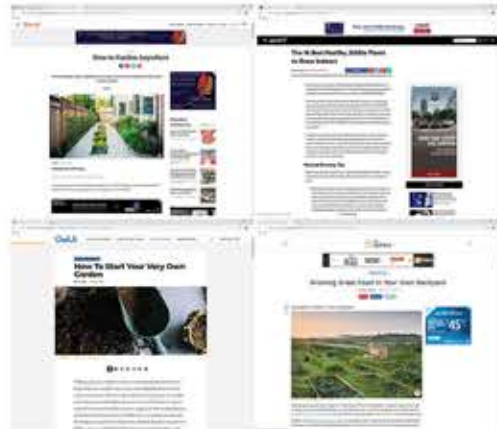
Household Food Garden Participation by Millennials in millions. National Gardening Association, 2014

But the internet can be a perplexing guide. A casual search turns up billions of hits with thousands of pages of redundant information. Between vast garden websites, forums, blogs, video archives, DIY tutorials, product reviews, undisciplined inspirational imagery, marketing ploys, and dead-end links,

there is so much information, great garden ideas get lost in the noise.

Many top websites with incredible content are frequently crippled with unfriendly design, organization, or visual content:

Overstimulation / Distracting elements / Generic photos / Emphasis on plant types instead of methods / Overwhelming text blocks and links



1. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 2. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 3. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 4. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 5. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 6. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 7. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 8. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 9. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer. 10. Nald, Fild, and Henson. (2017). *Community Gardening: A Guide to Growing Food Anywhere*. New York: Springer.

Site awareness is coupled with @EdibleIdeas.us on Instagram "where we try EdibleIdeas ourselves!"



## The SOLUTION

EdibleIdeas.us combines the wealth of urban food production options already available online into a single, simple, guided web interface.

As a guided resource, EdibleIdeas sorts an extensive catalog of edible interventions with a compounding tag system. As site users select any number of tags, the full catalog dynamically narrows to the most appropriate edible ideas for that user.

### WHAT YOU WANT TO GROW:

ALL IDEAS FRUITS VEGETABLES HERBS INFRASTRUCTURE FAUNA

### WHERE YOU CAN GROW IT:

INDOOR ABOVE GROUND IN-GROUND MICRO VERTICAL

### HOW YOU CAN MAKE IT HAPPEN:

EASY SETUP INEXPENSIVE LOW TECH LONG TERM SOIL-FREE OPTIONS

### OTHER FACTORS:

AUTOMATIC WATERING EXTENDED SEASON PERMACULTURE RECYCLED OPTIONS

Each specific idea connects to a page which contains an illustration of process or function, a single paragraph description, a breakdown of components and cost, precedent images, multiple links to online written resources, and a curated selection of embedded video content. An image and comment section engages site visitors with expanding personal content.

Many practical and affordable garden ideas are available to those with limited space, time, resources, or experience. EdibleIdeas sorts through the clamor online so that growing fresh food at home is more accessible to any individual, anywhere, anytime.

## EdibleSchoolyard



These tags are selected.

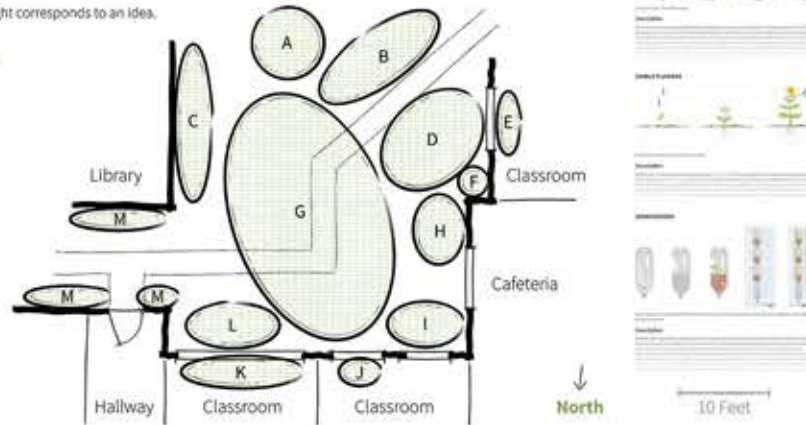
A series of tag groups uncovers a variety of ideas.

- LONG TERM + PERMACULTURE + FRUITS
- LOW TECH + INFRASTRUCTURE
- EASY SETUP + VEGETABLES + HERBS + INDOOR + SOIL-FREE OPTIONS
- EXTENDED SEASON + RECYCLED OPTIONS

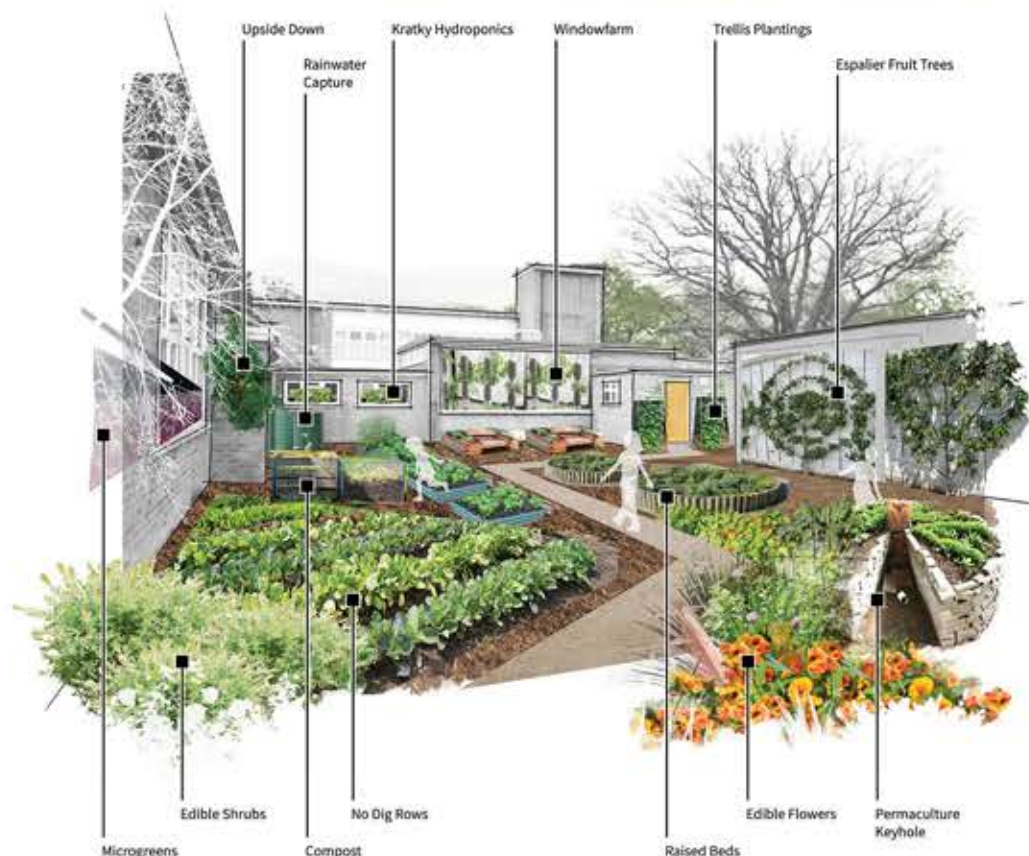
These EdibleIdeas are placed on a sketch of the schoolyard.

Each of the zones to the right corresponds to an idea.

- A. Permaculture Keyhole
- B. Edible Flowers
- C. Espalier Fruit Trees
- D. No Dig Rows
- E. Microgreens
- F. Upside Down
- G. Raised Beds
- H. Compost
- I. Rainwater Capture
- J. Kratky Hydroponics
- K. Windowfarm
- L. Planted Seating
- M. Trellis Plantings



Maybe it looks like this.



## EdibleBackyard



These tags are selected.

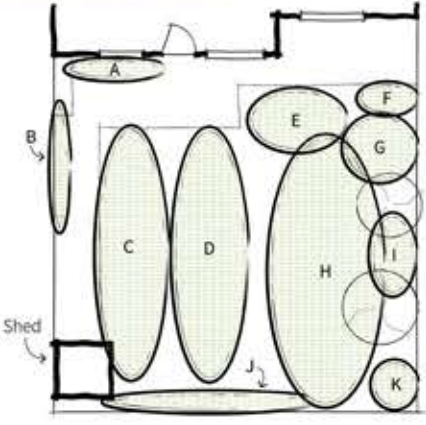
Brooke's tag selections tend toward sustainable permaculture ideas.

- PERMACULTURE + ABOVE GROUND + VERTICAL
- IN-GROUND + LONG-TERM + INFRASTRUCTURE
- FAUNA
- SOIL-FREE OPTIONS + VEGETABLES + HERBS + FAUNA

These EdibleIdeas are placed on a sketch of the backyard.

Each of the zones to the right corresponds to an idea.

- A. Self Watering Containers
- B. Aquaponic Ladder Frame
- C. Aquaponic System
- D. Hugelkultur / Trellis / Companion Planting
- E. Hoop House
- F. Rain Barrel
- G. Backyard Chickens
- H. Backyard Orchard / In-Ground Mushrooms
- I. Vermiculture Rainwater Capture
- J. Straw Bale Garden
- K. Beekeeping



Maybe it looks like this.

