

The background of the slide is a photograph of a rural landscape. In the foreground, there is a large, dense green tree with long, thin branches. Below the tree, there is a body of water reflecting the sky. The sky is a clear, bright blue. In the distance, there are more trees and a small structure, possibly a barn or a house, partially visible. The overall scene is peaceful and natural.

# The Live Earth Farm Discovery Program

A for profit, family owned farm and  
non profit farm-based education  
partnership



# How it all began

- CSA Established in 1996
- Sharing the farm with the community, an ethic and a business model
  - Preschool Tours for one of the first drop-off sites
  - Community Farm Days for CSA members
  - Newsletter





# In More Recent History



- In 2007 approached by Santa Cruz Montessori to help establish a weekly program for adolescents
- In 2008 we created a full time position to offer more programs and apply for non profit status
- In summer 2009 we received our nonprofit status and were already running 3 different programs serving over 800 kids a year



# Currently

- We offer 8 different programs and continue to diversify
  - Wavecrest
  - Farm Tours
  - Homeschool
  - Wee Ones and Small Farmers
  - Summer Camps
  - Overnights
  - Farm Festivals
  - Food What?!





# Wavecrest



- 30 students every Thursday
- 4 groups, 3 rotations
  - Field Studies
  - Health and Wellness
  - Micro-Economy
  - Art



# Farm Tours

- 2 days/week
- April-mid June, and September-early November
- 2 formats
  - 1 class of up to 30 kids
  - Multiple classes
- Key Features
  - Chickens, goats, garden/fields, snack





# Homeschool



- 30 families
- 1 morning a month
- Seasonal lessons and work in the fields, garden , and animal pens



# Wee Ones and Small Farmers

- 1.5-2 hours on the farm for 0-3 and 3-6 year olds with their families
- A 5 senses exploration of the seasons on the farm
- A place for parents of young ones to meet, and share the outdoors





# Summer Camps



- 1 week, 9am-3pm with a Thursday night camp out
- 3 different camps
  - Art on the Farm
  - Young Farmers
  - Sprouts
- LIT program
  - Job skills training for teens



# Overnights

- Multiple nights
- Camp on the farm
- Work in the fields and animal pens
- Cook with fresh produce
- Exploration of sustainability in farming and food systems





# Farm Festivals



- 3 a year
  - Sheep to Shawl Fair in March
  - Summer Solstice Celebration in June
  - Harvest Festival in October
- About 300 guests
- Local Food Artisan Vendors
- Educational Activities
- U-pick



# Food What?!

- Youth Empowerment and Food Justice
- Spring Internship
  - 12 south county teens
  - 3 hours 1day/week
  - Field work, cooking, job skills workshop
- Summer Job
  - 24 Santa Cruz County teens
  - 6 hours, 5 days/week





# On the Horizon



- A new partnership with Mt. Madonna School
- A growing multi-day overnight program



# How do we do it?

- 2.5 staff
- 501(c)3 status
- Budget is 90% labor costs
- Fundraising, fees for service, grants





A scenic view of a river with cherry blossom trees in bloom, reflected in the water. The trees are in full bloom, with white and pink blossoms. The water is calm, reflecting the sky and the trees. The background shows a grassy bank with some yellow flowers.

# Tips for Getting Started



# Starting New Programs

- Meet the unmet needs in your community
  - Needs and Resources  
Brainstorm: [Farm Based Education Program Planning.doc](#)
  - Provide a diversity of programs to meet diverse needs
    - Scheduled, drop in, during school, after school, weekends, vacations, summers





# Curriculum Development



- Start with a concept, theme or message, what you want your audience to learn, then figure out how to get them there.
  - Choose a concept
  - Break out the components of that concept
  - Make a plan for teaching each component.



# Curriculum Development

- Know your audience: meet their needs
  - Goals differ by age or grade level
    - [Get to know the common core standards](#)
    - Meeting these standards will be a selling point for public school teachers
  - Goals differ by type of audience: public school, private school, home schools, clubs





# Curriculum Development



- There is so much available already
  - Kids Gardening:  
<http://www.kidsgardening.org/lesson-and-activity-ideas>
  - Life Lab:  
<http://www.lifelab.org/for-educators/schoolgardens/-lessons>
  - Cornell Garden Based Learning:  
<http://blogs.cornell.edu/garden/get-activities/signature-projects/dig-art/activities/>
  - Green Education Foundation:  
[http://www.greeneducationfoundation.org/index.php?option=com\\_sobi2&Itemid=61](http://www.greeneducationfoundation.org/index.php?option=com_sobi2&Itemid=61)



# Outreach and Marketing

- Promotional Materials
  - [Brochures](#), [posters](#), [logo](#), newsletter, press releases, community calendars
  - Spanish version
- Community Events: off site and on your farm
  - [Collect contacts](#)
  - Show off what you do
- Personal Contacts
  - Yours, your board or staff, vendors, customers





# Outreach and Marketing



- Blind phone calls and e-mails
  - Collect principals, teachers, club directors contact information online
- Presentations
  - Make personal contact as much as possible
- Partnerships



# Online Presence

- Website:  
<http://www.liveearthfarm.net/discovery-program/>
- Facebook:  
<https://www.facebook.com/LEFDP>
- Twitter: [@LEFDP](https://twitter.com/LEFDP)
- Instagram: [@LEFDiscoveryProgram](https://www.instagram.com/LEFDiscoveryProgram)
- Pinterest:  
<http://www.pinterest.com/lefdp/>
- Tumblr:  
<http://www.tumblr.com/blog/lefdiscoveryprogram>
- [Google+](https://www.google.com/+LEFDP)



# Enhancing Existing Programs

- Tie to Common Core Standards
- Tailor to your audiences desires
- Outdoor Education Techniques
- Lower the student to leader ratio

