

Trap Garden

MARKETING DECK 2017






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MISSION

Trap Garden is a social enterprise that provides a sustainable source of healthy, high quality foods and offers innovative solutions to the physical, financial, and educational shortcomings in food insecure communities. Our mission is to help build, sustain, and empower low-income communities by assisting in the creation of community gardens and the promotion of healthy eating. The Trap Garden seeks to motivate and inspire others to start something that matters in their communities- to not depend on a major grocery store or business to provide them with their daily needs. The Trap Garden improves geographic, economic, and informational access to vegetables within food deserts. We create gardens in unlikely places that foster opportunities for community engagement, education, and support, as well as economic empowerment, by returning the community and its resources to the people.

WANT TO GET INVOLVED?

Visit our website to donate or request to volunteer!

For more information or media inquiries, email info@trapgarden.org.

 @TRAPGARDEN

 @ROBVEGGIES

 FB.COM/ROBVEGGIES

GOALS

The primary goals of the Trap Garden are as follows:



Increase the availability and access to healthy foods in food deserts across the United States.



Create safe spaces for community interaction and fun across all ages, cultures, and incomes.



Decrease the costs of healthier foods for food desert communities to fair market prices.



Engage and educate the public on Nutrition, Environment, Diversity, and Civic Responsibility in cooperation with local schools, libraries, and other organizations.

FOR YOU. FOR ME. FOR US.



ROBERT
ROB VEGGIES
HORTON

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ROB VEGGIES

Robert “Rob Veggies” Horton is the Founder and Executive Director of the Trap Garden established in Nashville Tennessee. Rob’s motivation as an urban farmer and community health activist stems from his own experiences growing up in a St. Louis, Missouri neighborhood with few fresh, healthy food items. Then, moving to Nashville to attend Tennessee State



University, Robert was frustrated with having to drive miles away from home for a grocery store that supplied quality, fresh products.

So in February 2014 Rob decided to stop complaining and help alleviate the problem by joining his Alma Mater’s community garden and ‘growing his own’ and the Trap Garden was born. Since its fruition Rob has led the Trap Garden as it has grown and expanded upon its mission by, establishing small urban gardens in the Nashville community, volunteering with other Non-profits and organizations, conducting educational health sessions, cooking courses; and helping under-served communities get excited about growing and living a healthy lifestyle.

Robert truly believes the Trap Garden could change the way communities consume food. When Rob isn’t educating and planting you can find him traveling the world, chilling out with friends and family and attending music events.

Rob received his Bachelor of Science in Health Care Administration from Tennessee State University in Nashville, TN and Master of Business Administration from Belmont University in Nashville, TN.



COMMUNITY PROJECTS

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GARDEN BRUNCH CAFÉ

To enhance the aesthetics of this very well-known restaurant in North Nashville, Trap Garden created a garden space to raise awareness, and inspire guest to eat healthy and locally sourced foods. With the help of a few community members, restaurant staff, and owners we were able to create a beautiful aesthetically pleasing space for visitors.

- First official community partnership
- Built 3 raised bed garden plots on site
- Planted in-season vegetables, herbs, and flowers that can be used by the restaurant
- Trap Garden continues to seasonally maintain the garden





BOYS AND GIRLS CLUB OF MIDDLE TENNESSEE

The Trap Garden assisted in launching after school program at Preston Taylor Ministries in Nashville, TN. Rob Veggies served as the keynote speaker for the day of planting. Collaborated with the Boys and Girls Club to get 200 students interested in gardening, helping to plant seeds and educate kids on the benefits of growing.

- Recruited students at local school during lunch periods
- Discussed the importance of eating healthy and trying new foods
- Assisted over 50 students with planting in raised bed garden

“ I had such a great time at this event. By the end of the day I'd lost my voice from laughing and talking to so many kids. I was truly inspired by them to continue spreading the initiative in the community.

TOYOTA GREEN INITIATIVE

The Toyota Green Initiative is an environmental stewardship platform designed to educate African-American Communities on the benefits of adopting an Eco-friendly lifestyle. Throughout the duration of the program, Rob Veggies travels to Historically Black College and University (HBCU) sporting conferences (CIAA Charlotte, NC) and multicultural festivals and events (Broccoli City, Washington, DC) to spread messaging about sustainability in creative, fun, and hands-on ways. As a Toyota Green Initiative Coalition Member he hosted seminars such as:

- Do-It-Yourself Projects; such as creating healthy and affordable meals and smoothies
- Creating interactive and educational games; like “The Snack is Right” where he debunks the myth that healthier snacks are a lot more expensive than less healthy snacks
- Panel Discussions and community volunteer activities such as planting trees and urban gardening
- As a graduate of an HBCU himself, Tennessee State University, Rob Veggies greatly appreciates the opportunity to share his own story and experiences with others and learn from the many different individuals he meets along the way.



TOYOTA GREEN INITIATIVE AMBASSADOR

The goal of the Toyota Green Initiative Campus Ambassador Program is to make a sustainable impact on school campuses and communities by training student ambassadors to serve as sustainability leaders both on and off campus.

Three HBCUs were selected this year in support of the project and attended a six-hour workshop led by Rob Veggies that focused on:

- Agriculture and Nutrition
- Planning and Business Management
- Civic Responsibility

Following the workshop Campus Ambassadors used the skills developed at the workshop to plan and execute a campus wide Earth Day event for their peers to engage in interactive and educational activities such as:

- Sample fruit and vegetable smoothies and juices
- Recycling
- Benefits of healthy snacks
- Benefits of living a more sustainable lifestyle



JOHNSON MIDDLE SCHOOL

Sponsored by the Tennessee Department of Parks and Recreation, AIG, Title Boxing, and supported by volunteers from the community, we revitalized the community garden at Johnson Middle School. We redesigned the space and provided local community members a safe space to grow. Following the event, we held multiple educational sessions free to the public about how to grow your own food so they could have a better understanding of what it takes to put our food on the table.

- Built 5 new raised gardens
- Created two compost bins
- Weeded and Mulched 22 garden beds
- Children decorated small planters to take home for attending the event
- 100+ volunteers from the community worked collectively to make this event a huge success
- Community members worked collectively to make this event a huge success



Trap Garden

YOU SHOULD NEVER STARVE TO DEATH BECAUSE
SOMEONE DOESN'T BRING FOOD TO YOU.
GROW YOUR OWN!