



Broadmoor Bistro Breaks New Ground

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By Katherine Kelly, executive director

Vision.
Flexibility.
Persistence.
Follow-through.

These are the qualities of successful entrepreneurs. You get an idea, you flesh it out, you do the work to start making it real, and then you adapt, persist, adapt again, and keep going.

At the Broadmoor Technical Center, Head Chef Bob Brassard and Chef Justin Hoffman demonstrate those entrepreneurial qualities every day,

working with culinary students at Broadmoor Bistro in the Shawnee Mission School District. They are training students how to be chefs, not only passing along cooking skills, but also solid business management and entrepreneurial skills.

And now, as part of a rapidly evolving industry, they're bringing a whole new dimension to the students' culinary training – urban agriculture and farming, which is adding new skill sets that will help them as they go out into the world to feed people.

In April, the school broke ground on the Broadmoor



Chef Bob Brassard gets a lesson on the tractor from from the district's grounds leader while breaking ground for the new Broadmoor Urban Farm. Photo by Katherine Kelly

Urban Farm, which consists of about 11,000 square feet of soil turned,

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Cultivate Kansas City Adopts Beans&Greens™ Program

By Cara Harbstreet, dietetics intern

Cultivate Kansas City is pleased to announce the adoption of the Kansas City Beans&Greens program, beginning in 2015. The program has roots to 2009, when Katherine Kelly, executive director of Cultivate Kansas City (then The Kansas City Center for Urban Agriculture), approached, Gayla

Brockman, executive director of the Menorah Legacy Foundation, with an idea for new program.

“Cultivate Kansas City has been our partner with Beans&Greens from the very beginning so it makes perfect sense for them to assume ownership,” Brockman said. “In fact, it was Katherine who first informed me that farmers mar-

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Customers at the KCK Farmers Market at Juniper Gardens sample dishes and browse recipe cards prepared by the Healthy Food Team. Food education is an important component of the Beans&Greens program. Photo by Ami Freeberg

Food Deserts in Kansas City Leave Us Hungry for Change

By Madelyn Johnson, Urban Planning & Design Intern

My name is Madelyn Johnson and I am a senior at University of Missouri-Kansas City working as an urban planning intern for Cultivate Kansas City this summer. As a future planner, I believe non-profit organizations such as Cultivate Kansas City are helping us to reconnect with our cities in many different ways.

The work this kind of non-profit does is important on a city planning level because it is taking a process

that has become so removed from daily life – food production – and bringing it closer to home. This work – growing food, farms and community for a healthy local food system – is paving the way for a sustainable Kansas City, Mo. and I feel privileged to be a part of it.

However, we're not quite where we need to be as a city with a local food system providing food for all Kansas Citians.

Living in Kansas City we have become so used to the idea of "across town" being 45 minutes of high-

way away driving from our current location. We joke about it as locals, but in all reality it is a huge problem in terms of accessibility and challenges us to be a great, more sustainable city.

Walkability is a key factor to sustainability. A walkable city means people are within walking distance (about a mile) to most necessary amenities and businesses. Walkscore.com ranks cities nationwide on their walkability. The higher the walking score, the more walkable

a city is. For example, Chicago, which is the No. 6 most walkable city on Walkscore.com, has a walking score of 75. Kansas City's walking score is 32, which means that a car is necessary in order for most people to access basic amenities.

This becomes a problem when thinking in terms of the availability of fresh food. A small convenience store does not count as a good source of food. And the fact that some people have to drive more than 20 minutes away in order to

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An Ever Evolving Farm Tour

By Janet Brown Moss

Janet Brown Moss has been the primary organizer for what has evolved into the Urban Grown Farms and Gardens Tour event since 2007. Her vision, passion, and phenomenal networking and organizing skills helped grow the farm tour and the urban agriculture movement. Starting in 2015, the farm tour will become an annual event, staffed in-house, and we want to recognize and thank Janet for the amazing work she's done to bring the farm tour where it is today. Below, Janet shares her experience with the tour over the years.

Dear friends and farmers,

The first farm tour was held on July 17, 2005 – my 62nd birthday. I claimed it

as a wonderful present to myself. I completely fell in love with the farmers. And I visited three of the six farms with my first grandchild, Brayden Tuttle, and the love of my life, Joel Wakham, whom I married, by coincidence, on June 21, this year – the off-year weekend of the farm tour.

In 2007, the tour was moved to late June, and a pre-birthday present landed in my lap. Joel and I volunteered to coordinate the tour that year and began to set in place systems that evolved to support the growth of the tour. We organized the biennial tours as consultants then, helping in 2009, expand the performance and education events to create ten full days of urban agriculture activities.



Janet Brown Moss visits with Nicolas Garcia, evaluating the garden he installed at Westside Local to be a site on the 2013 Urban Grown Tour. *Photo by Ami Freeberg*

With the planning of 2013 Urban Grown Farms and Garden Tour, I was able to focus on my favorite piece of tour work, which is supporting and communicating

with the farmers on the tour. Ami Freeberg, communications and outreach manager at Cultivate Kansas City, took on the coordination of what had grown

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kets in other communities were offering nutrition incentives for people receiving food assistance. When I asked her if someone in Kansas City was providing matching funds at area markets she said ‘No, but would YOU like to?’ And so the Kansas City Beans&Greens program was born.”

The program was modeled after an existing one called the Michigan Double Up Food Bucks that matches food assistance dollars with tokens to be spent at farmers markets.

In 2010, the Menorah Legacy Foundation launched Beans&Greens as a pilot program that has successfully grown in Kansas City. Over the years, Kelly and other Menorah Legacy Foundation staff members shepherded the program, playing key roles on the management team, advisory committees and assisting with program development, outreach, and strategic planning.

Cultivate Kansas City has enjoyed being a part of and watching the program prosper and the organization now has systems in place to give it a permanent home. “I’m really happy that we’ve gotten to the point where Cultivate Kansas City can take this program on,” Kelly says.

Cultivate Kansas City’s adoption of the program was made possible through strong partners that have helped integrate the pro-

gram into communities in need.

“We love the program’s impact on farmers,” Kelly says. “We love that it is a way to bring low-income families into the healthy eating and local food movement and to help them change their diets while supporting local growers.”

The Beans&Greens program supports healthy lifestyles and local agriculture in numerous ways. Customers are able to use assistance currency from the Supplemental Nutrition Assistance Program (SNAP) and Senior Farmers Market Nutrition Program (SFMNP) in Kansas to match their dollars at the market. Most markets provide a match of \$25 per week and City Market provides a match of \$15 per week. The SFMNP vouchers provide a \$30 match over the course of the market season.

Without the match, customers say they have fewer options to access and purchase fresh produce. Customers feel empowered when they can provide healthy foods for their families, and the match provides a way to access foods that they may not be able to afford otherwise.

Beans&Greens also supports the farmers and vendors by opening another avenue for selling their products. SNAP beneficiaries can purchase produce, meat and poultry, eggs,

bread, and many other items available at local markets. SNAP dollars may even be used to purchase seeds or plants to produce food for families receiving benefits. Many farmers include these

items in their inventory to add value to their market booths, and that helps customers stretch their dollars even further. Farmers can also rely on Beans&Greens customers who consistently use the market to purchase produce and it can help them predict what they need to plant and harvest throughout the growing season.

Beans&Greens supports local farmers markets by drawing more customers to the market on a regular basis. While some of the larger markets have little difficulty attracting crowds in the warmer months, it can be more challenging for smaller markets to consistently entice shoppers to visit. Once customers know that a market provides the match through Beans&Greens, they are more likely to return. Markets can build upon this patronage season after season to grow their reputation and profits.

“Our mission as an organization has always been to

promote the growing and the eating of healthy food in city neighborhoods,” Kelly says. “This program does both very powerfully.” With the adoption of the program, Cultivate Kansas City will add to its growing



Customers at the KCK Farmers Market at Juniper Gardens sample dishes and browse recipe cards prepared by the Healthy Food Team. Food education is an important component of the Beans&Greens program. *Photo by Ami Freeberg*

staff. The nonprofit is seeking a program manager and grant writer to oversee the Beans&Greens program and to help with fundraising.

The 2014 season features 15 participating markets throughout Missouri and Kansas. Information about the market schedules and locations may be found online at the Beans&Greens website beansandgreens.org.

Look for more exciting updates as Cultivate Kansas City continues the transition process in the coming months.

Evolving Farm Tour, continued from page 2

to include 60 farms and gardens and even more programming and activities. The sheer size and overwhelming success of the tour impressed upon us all that we needed to make the tour an annual event and make some other changes to serve the expanding interest in urban agriculture and food production.

In closing, I want to speak directly to the farmers who have so deeply shaped me over the last years!

Dear, dear farmers, you have been a part of my fun, social and work circle now for eight years and you have all enriched and inspired my life. Each time I have interacted with you, I conjure images and memories of mamma and daddy

share cropping the 80 acres and working the large garden that fed our family healthy food, fresh and preserved, without which we could not have afforded to nourish ourselves. You are each dear to my heart and have helped me be what I have become thus far in my life. Thank you for that and the many hours of work

and inventiveness you exhibit to help all people eat food that feeds our bodies, minds and souls. Thank you also to Cultivate Kansas City for the opportunity of healthy growth and enjoyment this work has given to me. bye now.
janet brown moss awaken

Amendment 1 Passes in Missouri

By Katherine Kelly, executive director

On Aug. 5, in a primary election in which fewer than one third of the state's eligible voters participated, Missouri became the second state in the country to put the "right to farm" in the state constitution. Farmers, consumers and people concerned about the humane treatment of livestock worked side by side to oppose the amendment, but the no-votes fell short by 2,528 votes.

While we lost on the amendment, the fact that the vote was so close, especially in a primary election, is a strong statement that people are paying attention to the manipulation of the agriculture and food industry by corporate interests. In talking to small farmers and in phone banking, Cultivate Kansas City staff and volunteers heard, over and over again, that people knew

that this amendment wasn't about supporting real farmers. The fact that so many voters saw through the amendment's slick and vague language is, even with the loss, a testament to the growing numbers of people who are thinking critically about their food system.

With the state constitution now prohibiting local, state, and, quite likely, federal laws regulating any practices that could be determined to be farming or ranching, and, with the electorate functionally barred from proposing any legislative action pertaining to farming or ranching, we anticipate that big-ag will see Missouri as a wild west, where there are no pesky laws to interfere with the pursuit of profit. This will be the challenge in the years to come – containing the damage that an unregulated industry dominated by corporate farms and ranches may create.

In the face of this, grassroots organizations like Cultivate Kansas City, the Missouri Farmers Union, Missouri Rural Crisis Center, and the Kansas City Food Circle will keep doing what we do – pushing for a safe, fair, and sustainable food system that works for farmers and for the communities we feed. The agriculture of the future has to be a partnership between growers and community members – this amendment is trying to break that alliance, but we know the power of our movement and of our ultimate goal of creating a food system we can trust. Advocates and practitioners of organic, local, environmentally sound agriculture are beginning to change our food system at levels that are increasingly significant and far-reaching. We are getting this level of pushback because we are beginning to win.

We are grateful to all those voters who showed up and voted NO; we are grateful to those of you who talked to your friends and co-workers about this legislation, who re-tweeted, re-posted, and shared with others about the issues at stake with this legislation! Together, we mobilized an impressive response to this amendment and all those individuals we reached know more today and will pay more attention tomorrow to where their food comes from and how it is produced. Together, we did good work on this and together, we will continue to fight and to grow.

Field Notes: August—A New Beginning

By Alicia Ellingsworth, farm manager, Gibbs Road Farm

Although summer crops are in full production, August marks a new beginning on the farm. It's time to get late summer and fall crops in the ground. Don't stop planting your garden – we never stop.

At Gibbs Road Farm, we've pulled garlic and hung it to dry for two weeks before it's cleaned. The onions are hanging to dry and will be gathered up and stored in the lounge (our crew's lingo for the cool room). We have started digging some of the thousands of pounds of potatoes that will come out of the ground over the next few weeks. These events are opening up tremendous space! Of the farm's 62, 600-square foot beds: 10 are in a two-year fallow program; six are growing big, beautifully delicious heirloom tomatoes; five are in sweet potatoes; carrots grow in another five; beets live in four; summer squash, eggplant, peppers, summer greens, scallions and okra occupy ten or so beds and four bean beds are flowering and producing. Earlier in June we did a similar, but smaller bed switch over from spring veggies including lettuces, spinach, arugula and mustards and seeded our second succession plantings of roots and beans.

It's never too late to plant a seed.

August is the beginning of the rest of the year. Last week, we seeded fall potatoes. This week is all about beans and summer squash. We'll try some spinach in a wetter, shadier spot on the farm. Arugula does surprisingly well in warm weather. Carrots will grow in cool or warm weather and will taste even sweeter as the temperatures drop. Beets thrive in the cooler temperatures to come. There is time to plant buckwheat as a summer cover crop. It only needs thirty days from seed to flower. If you're looking to buy seed this week, be sure to notice number of days to harvest. Count backwards from Oct. 15, our traditional first frost date. Plant a seed, there is little risk. Let me know if you need a couple or are looking for fall transplants.

What opportunity! We are one example of the new story.

The new story of possibility, of looking at the same challenge in a new way to find solutions to what we face in these times. The farm, while relatively small, is actually considered large for an urban farm. Gibbs Road Farm sits on three acres and is also home to Cultivate Kansas City's office, a greenhouse, three small orchards, storage buildings, parking spots, paths, walkways and even some wild spaces. When you take out all of these spaces, we have about one acre on which we consistently produce 25,000 pounds or so of USDA Cer-



Gibbs Road Farm's Field Crew on a field walk examining a newly germinated fall planting of Irish potatoes. Photo by Alicia Ellingsworth

tified organic veggies, fruit and herbs every year. We use the space well. We're good stewards of time and also good growers of muscle. We look at what we have, imagine what might be, then we get to work.

The one renewable resource we have in great supply at Gibbs Road Farm is hope. We learn from farming that hope and possibility bloom in the margins and the edges of time, space and energy. To open our eyes and hearts to a more beautiful world means we look to the mar-

gins and edges for inspiration and opportunity. We push the seasons from both ends, growing more and more vegetables during the months that were once thought of as unsuitable. We do it because we've got a lot of people to feed in this town and we aim to share our story with others. It's a good thing we have good soil. Hope grows here very well.

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get to a grocery store in a metropolitan area is not sustainable and does not make for a healthy environment.

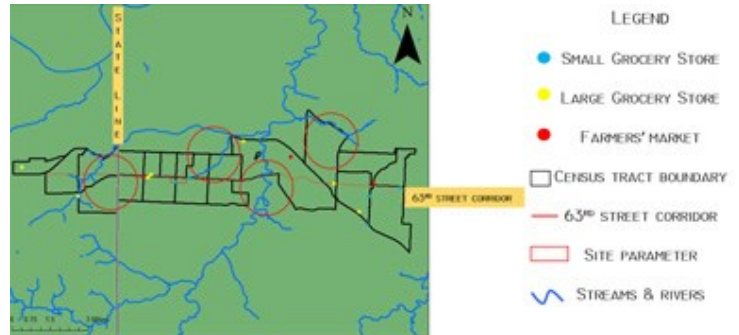
The U.S. Department of Agriculture defines a food desert as urban neighborhoods and rural towns without ready access to fresh, healthy, and affordable food. Instead of supermarkets and grocery stores, these communities may have no food access or are served only by fast food restaurants and convenience stores that offer few healthy, affordable food options.

Unfortunately, Kansas City has many food deserts, which is one of the first issues we need to address as we work to become a more sustainable city. During the spring semester of my junior year I was charged with studying a food desert in the area of 63rd Street, east of 71

Highway for my urban planning studio.

As the 63rd Street corridor stretches from wealthy parts of Kansas to the low-income areas east of Troost Avenue, it tells a story of long-time neglect. Based on calculations from the U.S. Bureau of Labor Statistics, it takes 5,500 people within a one-mile radius to support a grocery store in Kansas City. East 63rd Street contains numerous neighborhoods with considerably more residents than that, yet still there is no grocery store. Yet there are many fast food restaurants.

As a society we have become obsessed with the convenience of things such as fast food. Because of this we are disconnected from where our food comes from and how to get it. Access to fresh produce will continue to be an issue as long as we maintain the thinking that convenience



means a drive-through window and not a neighborhood grocery store that residents can walk to.

This map gives a closer look at the food deserts on 63rd Street. The large red circles show the areas that have enough people to support a grocery store, but no store within walking distance. Many of these areas are densely populated subdivisions with multi-family and single family homes, yet remain food deserts because food access has not been a priority in city planning.

We have all the tools to turn this into one giant success story, and it begins with each of us.

While studying planning, I have learned that people coming together and advocating for what they want as a community leads to accomplishments in their neighborhoods. Many people don't even realize they live in a food desert because they are so used to traveling for their groceries or doing without.

This is why education is so important. The more people know and understand

the issue, the more engaged they will become to affect change – whether it's to advocate for a grocery store in their neighborhood or rallying at city hall for better planning and zoning policies.

When communities get together, they can start projects like neighborhood farmers markets and community gardens. These efforts can be amplified by other local organizations and resources. For example, Menorah Legacy Foundation and Cultivate Kansas City started the Beans&Greens program in Kansas City to match SNAP dollars spent at farmers markets. The program helps address the problem of food deserts and accessibility by helping low-income neighborhoods get the most out of their local farmers markets.

Driving far distances to get to grocery stores and eating at fast food restaurants do not have to be the only options. We can take steps to be a more sustainable city by becoming a voice for change and planning for walkable communities and accessible amenities.



University of Missouri-Kansas City Urban Planning students investigate 63rd Street in Kansas City, Mo. Photo by Madelyn Johnson

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composted, and planted to grow food and train hundreds of students about where the food they cook with comes from.

Three months later, the farm is overflowing with dozens of varieties of tomato plants, lush carrots and beautiful beets, row after row of potatoes, and winter squash vines taking over the paths and some of the fencing. Because of compost from Missouri Organic and lots of straw, the field's production is ramping up quickly. Chefs Brassard and Hoffman are working with Sherri Harvel, Get Growing KC team member with Cultivate Kansas City, as they learn how to maximize production, keep pests and diseases under control, and harvest the crops at their peak of quality and taste.

Even though it's summertime, they've had students helping with the farm through a regular "Graduates Day" during which alumni of Broadmoor Bistro come out to help, continuing their education and mentorship informally by spending time with the chefs and learning more about local food as a growing (pun intended) aspect of the hospitality industry.

"I helped plant the tomatoes earlier and got to bring some of them home to my family when they ripened up. Just seeing their faces was great. You can make people so happy with your food," says India Borchart, a culinary program graduate who is interning at the Hereford House and Pierpont's. "It makes me

want to use more local and natural produce, they just improve the quality of your cooking."

Jenna Miller, also a graduate, says, until now, she never thought of farming as a job.

"Now, I see it as a job that is part of my industry because I've been working at the school farm and learning about growing, about harvesting, about everything that goes into growing these ingredients," she says

The SMSD staff and board have been supportive of how the farm is adding new depth to its technical education program as well as growing food that students and community members will be eating.

Joan Leavens, a member of the SMSD Board of Education says, "We are excited to see students learning first-hand what is involved in food production, as well as what it means to be an entrepreneur. They are learning the full scope of food production and delivery, literally from farm to fork."

This experience translates into career skills in marketing and communications, as well as how to maximize nutrition and food safety," she says

"I feel an amazing sense of pride in these vegetables! I take pictures of them, share them with people, I'm just so proud of them. I don't waste any bit of them – I'm not peeling them, I'm using the tops, I'm using

every bit of them because I've been out here in the garden sweating, working hard, right alongside students and volunteers," Hoffman says. "I really know what this food is worth."

Brassard, the visionary driving this new urban farm, has big plans for the future. Whenever you talk with him, he bounces quickly from idea to idea – from what the farm is supplying for his menu to the expansion of the farm at the new administrative center; from to the possibility of supplying produce the school district's food service to the great partnership they've established with Houlihan's that is already buying tomatoes from the farm and co-marketing with the school district's culinary program.

"The partnerships around this farm – Cultivate Kansas City, Missouri Organic, Houlihan's, other chefs and other farmers and our vision for it are incredible," Brassard says. "These partnerships made this farm possible for our program and our students. Out in the field, we're teaching students about growing food. In the kitchen, they're learning that freezing the tomatoes we harvest this summer is going to bring down our winter food costs. At the Overland Park Farmer's Market and throughout the season, they're going to be learning about being on the other side of things, where we're selling the product, which is a valuable aspect for them to learn, too."

Of course, the fresh-from-the-farm and warm-from-the-sun-produce is inspiring the menu for the Broadmoor Bistro too.

"We're doing a dish we are calling 'One Potato, Two Potato...' because we've had such fun harvesting potatoes this summer," Brassard says "It will be a sampling of three different kinds of potatoes – first, a comfit of one variety of potatoes, then a sweet potato tempura, and then a ragout of wild mushrooms with another potato variety. We have so many varieties out here, so we get to play with a bit of this crop, a bit of that, which is really different than when we order product from others. We're also doing a Garden Gazpacho with Crab Cake (the only non-local ingredient on the menu) and a local Trout Nicoise Salad. It is going to be a great menu this fall."

The Broadmoor Bistro reopens Sept. 10, with seatings between 5:30 p.m. and 7:15 p.m. on Wednesday nights. To learn more or make a reservation to go www.broadmoorbistro.smsd.org.

Broadmoor Bistro students will also be part of Dig In, KC!, a dinner with farmers and friends benefiting Cultivate Kansas City for the third year. Taste the fruits of their labor – both in the field and in the kitchen – with their farm-to-table appetizers. Dig In, KC! is Sunday, Sept. 21 in The City Market. Tickets available Aug. 11 at cultivatekc.org.

Upcoming Events

Growing Growers Workshop: Farm Business Management Planning | August 9 | 9 a.m. – 2 p.m. | St. Peter's C.M.E. Church - 1419 N. 8th Street, Kansas City, Kansas | This workshop will address farm business management practices from A to Z and provide the business planning needed to operate a successful production farm. The workshop will give you the tools to put your own business and marketing plans down on paper. You will learn the details in forming a farm business, marketing, and operating it in today's economic reality. Workshop will be lead by Katherine Kelly, executive director of Cultivate Kansas City and founding farmer of Full Circle Farm, now known as Gibbs Road Farm; and Julia Thomas, co-owner/operator of Ladybug Farm in Shawnee, Kan. The workshop will end with a tour of Juniper Gardens Training Farm, home of New Roots for Refugees. | \$30 registration fee includes coffee, breakfast snacks and lunch. To register email Alicia@cultivatekc.org | Full Growing Growers workshop schedule: <http://www.growinggrowers.org/workshops.html>

On A Stick | August 14 | 7 - 9:30 p.m. | Alexander Majors House - 8201 State Line Road | A taste of the State Fair is coming to Kansas City! The Recommended Daily is throwing On A Stick – a tasting event where (you guessed it) every food is on a stick. A portion of the proceeds for On A Stick, which is sponsored by Yelp and Feed Me Creative, will benefit Cultivate Kansas City. Enjoy stick creations from Little Freshie, Preservation Market, Kaldi's Coffee, Poppy's Ice Cream, Natasha's Mulberry & Mott, Baked in Kansas City, Our Sassy Pantry and others. Wash those down with a cocktail made with Dark Horse Distillery spirits and beer from Crane Brewing and Cinder Block Brewery. While you eat and drink, you can play carnival-style games for prizes and listen to live music from Konza Swamp on the back lawn (aka "The Midway,"). Tickets are \$25 and include a taste from every food vendor, as well as two drink tickets. We strongly recommend you buy your admission ahead of time as we have a limited number of tickets. <http://onastick.brownpapertickets.com/>

Dig In, KC! | September 21 | 6:30 p.m. | The City Market | Dig In, KC! A Dinner with Farmers & Friends celebrates the work Cultivate Kansas City does year round to grow food, farms and community, which contribute to healthy lives, a strong local economy, and a more sustainable future. Local Chefs Matt Arnold, Webster House; Charles d'Ablaing, Raphael Hotel; Michael Foust, The Farmhouse; Renee Kelly, Renee Kelly's Harvest; and students from the Broadmoor Bistro will prepare a family style, al fresco dinner using fresh, locally grown food. Prior to dinner, guests will have the unique experience of shopping for local produce at The City Market at sunset while engaging with the farmers that make it all happen. Tickets available August 11. <http://www.cultivatekc.org/events/digin/>

Brookside Farmers' Market | Every Saturday | 8 a.m. - 1 p.m. | 63rd & Wornall, Kansas City, Mo. | Our Gibbs Road Farm and several New Roots for Refugees' graduate farmers are selling produce at the Brookside Farmers' Market this season. Brookside Farmers' Market is an organic, local, vendor-only market which means all producers use organic, sustainable and cruelty-free practices, travels less than 100 miles to market, and those who grow, raise or make every product are the ones who sell it to you directly. | Learn more

Work the Farm | Second and Fourth Saturdays | 9 a.m. – 12 p.m. | Gibbs Road Farm | 4223 Gibbs Road Farm, Kansas City, Kan. | Get your hands dirty. Learn alongside urban farmers. Connect with a great growing community. Join us at our Gibbs Road Farm to Work the Farm! | Sign up today!

For editorial comments please contact *Urban Grown* editor Ami Freeberg at ami@cultivatekc.org
The Cultivate Kansas City is a 501c3 not-for-profit organization.

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