



New Leaf Garden Blitz

Media Kit

New Leaf Foods, Inc.
P.O.Box 1562
Green Bay, WI 54305
(920) 322-5489
gbgardenblitz@gmail.com

Media Contact
Roni Woodke
(920) 378-2598
veronica.woodke@gmail.com

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Mission

New Leaf Foods, Inc. supports the health and well-being of the people of Greater Green Bay by promoting healthy food access and education, and by cooperating throughout Northeast Wisconsin to build a thriving local food system in a clean environment.

New Leaf Garden Blitz empowers residents to grow food and be part of a sustainable urban agricultural system.

Vision

Good Food for Good Health, Now and for Generations

New Leaf Garden Blitz History

The New Leaf Garden Blitz started in 2014 and is modeled after a similar program run by the organization Victory Garden Initiative (VGI) in Milwaukee. VGI was instrumental to the development of our very own garden initiative in Green Bay. They provided us with training for the event and also for starting a mentorship program for new gardeners. To date, the New Leaf Garden Blitz has installed over 800 gardens in the Green Bay area and with community partner, Brown County Community Gardens, we have helped mentor over 120 new gardeners.

New for 2022! Urban Food Forest Project

New Leaf Foods, Inc. is launching an Urban Food Forest project during our annual New Leaf Garden Blitz event on May 12 thru the 15th. You can start your own food forest in your yard today. Order your fruit and nut trees and bushes on our site!

Food forests are plantings of edible landscape plants like **raspberries, blackberries, elderberries, plum trees, apple trees, black chokeberries, and hazelnuts** that not only enhance the beauty of any yard, but they also provide growers with yummy, healthy options that grow year after year.

Food Forest Guide: A mini-class for planning, planting and maintaining your perennial food plants.

Food forests are plantings of edible landscape plants like raspberries, blackberries, elderberries, apple trees, hazelnuts and currants that not only enhance the beauty of any yard, but they also provide growers with yummy, healthy options that grow year after year.

If you are purchasing perennial plants from the New Leaf Garden Blitz you may have some questions about the best ways to plan, plant and take care of these special food producers. You have to plan for a small plants now, that will grow large over the years.

Typical questions include:

- Which plants should I select?
- What kind of habitat do they prefer?
- How wide apart should I space the plants?
- How big will they grow?
- What kind of soil fertilizer might I need?
- How deep do I plant?
- How do I maintain and prune the plants?
- What are the best options for weed control?
- How long will they last?
- When can I expect my first harvest?
- How can I preserve the harvest?
- What are mistakes I should avoid?

Join Valerie Dantoin, the lead instructor for the Organic Food Systems Program at Northeast Wisconsin Technical program as she guides you through the answers to these questions and more. The class will meet via **WebX** (like a zoom call) on **Tuesday April 5th at 7:00 PM**. It will be repeated on **Thursday April 28th at 6:00 pm**. Once you register for the class, you will be sent a link that allows you to join.

2022 Garden Box Recipients

Each year, New Leaf Garden Blitz dedicates a number of garden beds to a focus population, to serve low-income families, organizations that serve low-income populations, and educational institutions, for example. Local grant research and grant writing is done by a team of volunteers. We rely on these grants and community donations to cover the cost of materials for these gardens and to place gardens with our focus populations at no or low cost.

The Garden Blitz team aspires to bring awareness to the disparities in food and health systems that Immigrant families and Veterans experience more frequently and deeply. This year, 40 gardens will be placed with immigrants (Hispanic, Hmong, Somali) and families of Howe and Nicolet schools, and Veterans.

2022 Sponsors

- Schreiber Foods, Inc.
- McDonald Corporation
- Whole Kids Foundation
- Packer Foundation
- Catholic Charities
- Cellcom
- Nature's Way
- WPS
- Steins

2022 Affiliates:

- Brown County Community Gardens
- Green Bay Botanical Garden
- Victory Garden Initiative of Milwaukee

Community Impact

Green Bay community members identified a variety of benefits achieved through participation in the New Leaf Garden Blitz. Respondents to an end-of-season survey reported that, because they received a Blitz garden, they ate more fruits and vegetables (64%), were more physically active (68%), spent more time with their families (59%), gained new gardening skills (82%), and spent less money on food (63%).

Respondents also shared how their garden boxes helped them form new relationships with other gardeners and build community with neighbors. Jenny W. of Jefferson Elementary school commented, “Having a garden box at our school allowed my students and I to collaborate together differently than we would in the traditional classroom. Our conversations seemed more rich as we worked together towards a common goal. We can't wait to add more garden boxes to our school garden. Thank you so much for the opportunity!”

Since 2019, Northeast Wisconsin School of Innovation has been utilizing their Blitz gardens for hands-on learning in life skills, health, and science classes. Their ultimate goal is to be able to send the veggies home with students. Anna, a social worker at the school, says about the Blitz, “I think it’s an amazing program to be able to build these boxes and drop off the dirt. It sounds so simple, but it makes such a big difference. It’s been really great to start with that foundation and for us to be able to take it away. As we

learn, our kids are learning. What might seem simple as bringing in boxes to grow vegetables really turns into a cool community event and a cool opportunity for our kids.”

New Leaf Garden Blitz has installed gardens in these locations:

Schools

Elmore
Keller
East High School
Jefferson
Dickinson/ De
Pere
Heritage
King
Langlade
De Pere Bay View
Middle School
Cormier School
St. Thomas Moore
Howard
Elementary
Kennedy
Nicolet
Minoka- Hill
McAuliffe
Fort Howard
Howe
Eisenhower
Danz
Sullivan
Lincoln

Bay Port High

school
Encompass
Daycare
UWGB Natural
Sciences
UWGB Viking
House
UW Extension
Neville Museum
Oneida 4-H

Libraries

Brown County
Central
Weyers-Hilliard

Businesses

Nature’s Way
Dean Foods

Parks

Bay Shore
Hazelwood House

Group homes

Lime Tree Terrace
Parkview Terrace
NeighborWorks
housing sites
Veterans Manor
Clarity Care

Shelters & food pantries

House of Hope
Manna for Life
CASA Alba
Kroc Center
Freedom House

Community gardens

The Farmory
Nami/ Gathering
Place
5th Street

2022 Garden Blitz Event

Things You Should Know

- A team of volunteers will “Blitz” the area with new garden boxes each year
- The Blitz is always recruiting volunteers to aid in this process
- Boxes can be purchased for \$199, which includes delivery, installation and soil
- This year, 40 free garden beds will be placed in the homes of Immigrants (Hispanic, Hmong, and Somali), Families of Howe and Nicolet school, Veterans.
- We are currently working to build sponsorship for the 2022 New Leaf Garden Blitz

By the Numbers

- May 12-15, 2022: Dates of the next New Leaf Garden Blitz
- 75: Total number of garden boxes being installed
- 40: Number of boxes designated for our focus group, provided at no or low-cost
- 75+: Expected number of volunteers

Buy a Garden Bed

A garden bed purchase of \$199 includes construction, delivery and installation with a high-quality garden soil/compost mix. Each bed is 8' x 4' and 10" high, made of untreated Douglas Fir. Our garden beds can be purchased for homes, schools, churches, or businesses.

To purchase a garden bed, please follow these instructions:

1. Fill out this form: <https://newleaffoods.org/garden-blitz>
2. Pay for your garden bed online with Paypal or by check
3. Note that all sales are final, and refunds will not be issued after payment is received.

Volunteer

Over the weekend of May 12-15, 2022, volunteers can expect to take part in building raised bed garden boxes, delivering them to local homes & organizations, and filling them with soil.

Sign up to volunteer here: <https://newleaffoods.org/garden-blitz>

Review all of our volunteer needs here:

https://volunteergb.galaxydigital.com/need/index?agency_id=48757

RSVP to the Facebook event:

<https://www.facebook.com/events/1594929684174525>

Become a Garden Mentor

Our Garden Mentor Program pairs experienced growers with new gardeners, so that they have the support they need to have a successful growing season. We believe that a gardener who has a positive first growing experience will be more likely to continue to garden.

Every garden mentor is assigned one mentee to meet five times over the course of the season, which can be done virtually while we continue to navigate COVID-19. Dates, times and location are up to you! Mentors will receive a mentoring guide filled with helpful handouts, tips, and a schedule of topics to cover. There's

also room for flexibility and creativity. Brown County Community Gardens is responsible for coordinating the mentorship program.

Interested garden mentors can fill out this form:

<https://newleaffoods.org/garden-blitz>

Interested garden mentees can fill out this form:

<https://newleaffoods.org/garden-blitz>

[Click Here to read a story](#) about founding Blitz volunteer Cheryl, who became a garden mentor!

Donate

Donations are gratefully accepted and help us purchase garden bed materials. If your company would like to make a tax-deductible in-kind corporate donation, please contact us. Corporate donations of funds are also welcome and will be recognized publicly and on our website.

Please donate here: <https://newleaffoods.org/garden-blitz>

[Please view our wish list here](#)

Garden Blitz Media & News

2022

Give BIG Green Bay

https://www.wearegreenbay.com/news/local-news/give-big-green-bay-kicks-off/?fbclid=IwAR2DQJ_0gx4ldBvgjCT7GScTl6m_UVi5iUNnZr7O7j3VNHT5yWDgKL9TT7Y

2021

NBC 26 Coverage:

→ <https://www.nbc26.com/news/local-news/new-leaf-garden-blitz-underway-in-green-bay>

2020

NBC 26 Coverage:

→ https://www.youtube.com/watch?v=le9YxMa_m-0

2019

Improving health and well-being

→ <https://www.youtube.com/watch?v=yc-LKHtgsQI>

Cellcom was proud to support the Garden Blitz initiative to install 25 gardens at Green Bay Public Schools

https://www.youtube.com/watch?v=1EzINUpCLqM&feature=emb_title

2016

WLUK-TV FOX 11 Coverage:

<https://fox11online.com/good-day-wi/green-bay-garden-blitz>

2014

Volunteers installed 111 gardens in area homes, schools, community gardens, food pantries and a library

→ <https://www.youtube.com/watch?v=rXtwEypwiq0>

WLUK-TV FOX 11 Coverage:

→ https://www.youtube.com/watch?v=_7t4lafnlqY

→ <https://www.youtube.com/watch?v=gKTp2esTKy8>

Current Press Releases

FOR IMMEDIATE RELEASE

Contact: Veronica Woodke
GBGardenBlitz@gmail.com
Phone: 920-378-2598



New Leaf Foods offers a Food Forest Guide: A mini-class for planning, planting and maintaining your perennial food plants.

Green Bay, Wis. (January 27, 2022) New Leaf Foods, Inc offers a Food Forest Guide: A mini-class for planning, planting and maintaining your perennial food plants. Food forests are plantings of edible landscape plants like raspberries, blackberries, elderberries, apple trees, hazelnuts and currants that not only enhance the beauty of any yard, but they also provide growers with yummy, healthy options that grow year after year. You have to plan for small plants now, that will grow large over the years.

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FOR IMMEDIATE RELEASE

Contact: Aubrey Fliss- Community Garden Coordinator | Brown County
browncountycommunitygardens@gmail.com, (920)391-4660

Garden Mentors Needed for This Year's New Leaf Garden Blitz

Are you an experienced gardener, ready to help a new gardener grow? Become a garden mentor for the New Leaf Garden Blitz! Volunteers are needed to provide community members with the skills and support they need to grow their own food. Those interested can sign up for an April orientation session below.

[April Mentorship Orientation](#)

Mentors are assigned a new gardener who has received a New Leaf Garden Blitz garden box or rented a plot through the Brown County Community Gardens Program. Pairs meet five times (virtually or in person, typically at the mentee's home or community garden, to be decided by each pair) over the course of the season in order to provide guidance and build gardening confidence. Mentors receive a mentoring guide filled with helpful handouts, tips, and a schedule of topics to cover. Flexibility and creativity are encouraged! All mentors are required to complete an orientation and a background check to become an official volunteer of Brown County.

The Garden Mentorship Evening Training dates and times are April 20th from 6-7 PM, and April 21st from 9-10 AM. Those Facebook events can be found [here](#) and [here](#). The deadline to apply to receive a mentor is April 15th, and can be done through the purchase of a garden box, which can be done below.

The mentorship program is a partnership of Brown County Community Gardens and New Leaf Foods' Garden Blitz. The New Leaf Garden Blitz plans to build and install 75 raised bed gardens throughout the community in 2022, specifically focusing on installing gardens with immigrant families, Howe and Nicolet school families, and veterans. Those who receive these boxes, as well as new gardeners who rent a community garden plot through the Brown County Community Gardens Program, will be eligible to apply for a mentor.

New Leaf Foods supports the health and well-being of the people of Greater Green Bay by promoting healthy food access and education and by cooperating throughout Northeast Wisconsin to build a thriving local food system in a clean environment. Specifically, through our Garden Blitz program, we work to address healthy food access by gathering volunteers to build and install raised bed gardens throughout the community. Since 2014, we have installed over 800 gardens in the Green Bay area.

The New Leaf Garden Blitz is a project of New Leaf Foods, Inc.. Our program also benefits from community support including Brown County Community Gardens, Green Bay Botanical Garden, Nature's Way, and Cellcom. Please visit our website, <https://newleafoods.org/garden-blitz> and join us on [Facebook](#).



FOR IMMEDIATE RELEASE

Contact: Veronica Woodke

GBGardenBlitz@gmail.com - Phone: 920-378-2598

Give BIG Green Bay team chooses the New Leaf Garden Blitz

New Leaf Foods is so happy to announce that we have been selected as one of the 45 organizations that will be participating in the Give BIG Green Bay 2022. Thank you to the Greater Green Bay Community Foundation and the Green Bay Packers for selecting us. In 2022, Our New Leaf Garden Blitz plans to build and install 75 raised bed gardens throughout the community. Within this goal of 75 gardens, New Leaf Garden Blitz is dedicated to installing gardens for organizations that empower immigrants in our community as well as schools and veterans.

Of the campaign, Vice President of New Leaf Foods, Kim Diaz says, "Supporting the Garden Blitz helps empower our communities' most vulnerable and food insecure individuals by giving them hope for the future. Planting a seed and tending a garden nurtures our soul by reconnecting us with the sun, the soil and the source of our food. Teaching people to grow their own food gives them independence that will last a lifetime."

Get ready to give! Starting at 12PM on February 23, visit our site at <https://www.givebiggreenbay.org/organizations/new-leaf-garden-blitz-new-leaf-foods-inc> and make a donation to us and/or to any of the great participating nonprofit organizations in Green Bay. All giving will end at 11:59AM on February 24, so make sure to get your gift in on time!

Questions? If you have any questions or would like more information, let us know at GBGardenBlitz@gmail.com - Phone: 920-322-5489. Thank you in advance for your generosity to our organization!

The Green Bay Garden Blitz is a project of New Leaf Foods. Our program also benefits from community support including Brown County Community Gardens Programs and Green Bay Botanical Gardens. Thanks to our sponsors Schreiber Foods, Inc. McDonald Corporation, Cellcom, Green Bay Packers Foundation, Catholic Charities, WPS, Nature's way, American Family Insurance, Williams Landscaping.

Contact Garden Blitz at GBGardenBlitz@gmail.com or call us at (920) 32B-LITZ
Please visit our website at : [New Leaf foods, inc](http://NewLeaffoods.com) and join us on Facebook and Twitter. Invite your friends!
2022 Garden Blitz - May 12 -15

[Buy a box. Volunteer. Donate](#)



FOR IMMEDIATE RELEASE

Media Contact : Roni Woodke, veronica.woodke@gmail.com, 920-378-2598

Grow a Food Forest in Your Yard

Green Bay, Wis. (January 27, 2022) New Leaf Foods, Inc. is launching an Urban Food Forest project during our annual New Leaf Garden Blitz event on May 12 thru the 15th. A food forest, also called a forest garden, is a diverse planting of edible plants that attempts to mimic the natural ecosystem. The New Leaf Food Forest Project is offering perennial fruit and nut plants and trees for sale at a very low cost, and we also have training sessions available to those who want to learn how to grow a forest garden.

Order your fruit and nut trees and bushes today for the 2022 growing season! Supplies are limited. The plants are bare root and cost \$10.00 a set. Raspberries and blackberries come in sets of 3. All other plants are in sets of 2. Payment is at time of pick up. Order your fruit or nut trees and bushes [Here!](#) Pick up your orders during the New Leaf Garden Blitz event on May 12 - 15 at our new location, 1220 Bay Beach Road, Green Bay, WI (right next to the Children's Museum)

Thank you for being a part of the sustainable urban agriculture movement!

The Green Bay Garden Blitz is a project of New Leaf Foods. Our program also benefits from community support including Brown County Community Gardens Programs and Green Bay Botanical Gardens. Thanks to our sponsors Schreiber Foods, Inc. McDonald Corporation, Cellcom, Green Bay Packers Foundation, Catholic Charities, WPS, Nature's way, American Family Insurance, Williams Landscaping.

Contact Garden Blitz at GBGardenBlitz@gmail.com or call us at (920) 32B-LITZ

Please visit our website at : [New Leaf foods. inc](http://NewLeaffoods.inc) and join us on Facebook and Twitter. Invite your friends!

[2022 Garden Blitz - May 12 -15](#)

[Buy a box. Volunteer. Donate](#)



Gallery



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Facebook <https://www.facebook.com/hlgardenblitz>
Instagram @newleafgardenblitz
LinkedIn [New Leaf Foods, Inc.](#)

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Garden Blitz Logo

