

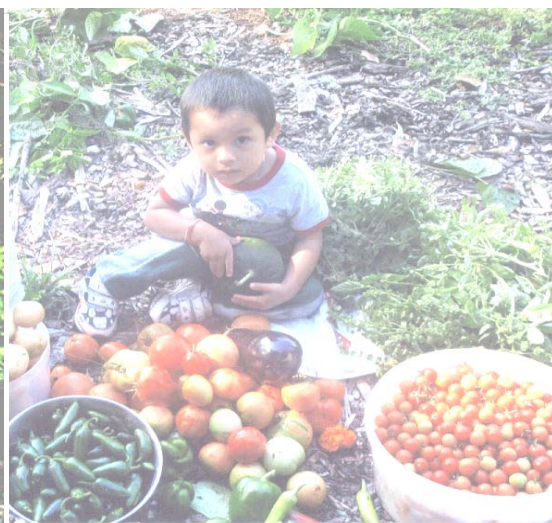
SOUP & SALAD: FROM CAMDEN TO THE WORLD!

Presented by



2010 PHILADELPHIA INTERNATIONAL
FLOWER SHOW
THE PENNSYLVANIA HORTICULTURAL SOCIETY

FEBRUARY 28 - MARCH 7



Camden Children's Garden, operated by the Camden City Garden Club

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SOUP & SALAD:

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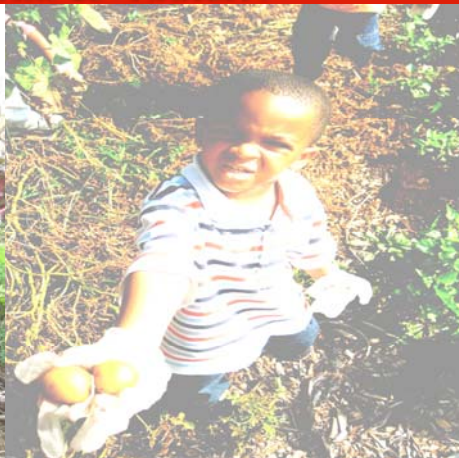
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Setup at PA Convention Center Thru 2/27
Flower Show at PA Convention Center 2/28-3/7





CAMDEN CITY GARDEN CLUB, INC

Operator

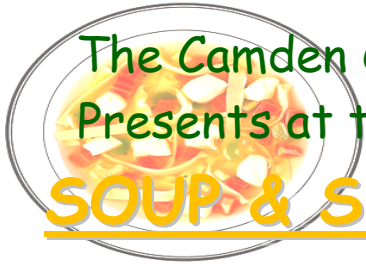
Camden Children's Garden



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For: Immediate Release
February 2010



The Camden City Garden Club & the Camden Children's Garden Presents at the 2010 Philadelphia *International Flower Show* **SOUP & SALAD: From Camden to the World**

CAMDEN, N. J. (February 24, 2010) The Camden City Garden Club, operator of the Camden Children's Garden, present for the Philadelphia *International Flower Show* Exhibit "Soup & Salad: From Camden to the World." The show is February 28 thru March 7, 2010 at the Pennsylvania Convention Center in Center City Philadelphia, PA.

**Setup at PA Convention Center ~ Thru 2/27.
Flower Show at PA Convention Center ~ 2/28-3/7**

This exhibit educates Flower Show visitors on how easy, nutritious and economical it can be to grow their own produce. This educational and interactive display will motivate families to prepare fresh, locally grown fruits and vegetables so they can enjoy these meals together. In addition, this exhibit addresses sustainability and food security in reference to the availability of fresh, healthy food, especially in low income urban communities like Camden, NJ.



The reference to "Soup and Salad" pays homage to two healthy meals that are enjoyed by most cultures in various ways throughout the world - interpretations differ and often represent the locally grown produce of each region.

"Salad" specifically symbolizes the mission of the Camden City Garden Club and its ever-expanding Community Gardening Program. With 26 years of experience helping to grow the power of gardening and feed the City of Camden, the Garden Club's Community Gardening Program strives to provide sustainable urban agriculture, food access and nutritional education to the people of Camden. This exhibit celebrates the Club's creation of 31 new community gardens in the year 2009 alone. At a time when greening our lives, eating healthy natural food and saving money are very relevant issues, vegetable gardening is helping to satisfy the need in the struggling City of Camden for fresh, inexpensive food. Moreover, the Camden City Garden Club also celebrates nutritious eating through its GrowLab programs, which offers Camden children hands-on education while they grow produce in their classroom's mini-greenhouses. Students harvest the crops to enjoy at Salad Parties. Additional background information about the Camden City Garden Club's programs can be found later in document.

The "Soup" component of the exhibit represents the **Campbell Soup Company** and its Foundation, long-time sponsors of the City of Camden, the Camden City Garden Club, Camden Children's Garden and community gardening nation-wide. In addition, Campbell's Soup partnered in 2009 with the Future Farmers of America in the "Help Grow Your Soup!" campaign, through which Campbell's Tomato Seeds are distributed across the nation so that people can grow their own specialty Campbell's Tomatoes.



The 2010 Philadelphia International Flower Show exhibit, "Soup & Salad: From Camden to the World" represents a children's vegetable garden that promotes a healthy lifestyle. The exhibit focuses on the kinds of vegetables that are grown in gardens throughout the Greater Philadelphia and New Jersey Region. A larger-than-life sculpted soup bowl and salad plate serve as fanciful containers for the plants that grow into the delectable, nutritious ingredients often found in soup and salad. Blended throughout the display are plump tomatoes, spicy peppers, mineral-laden potatoes, vitamin-rich lettuce, carrots, Swiss chard and other high-fiber plants such as broccoli and cabbage. This productive children's vegetable garden is infused with savory herbs such as purple basil, oregano, rosemary and sage. Garden-fresh herbs are not only flavor enhancers, but also rich sources of antioxidants; they allow chefs to create delicious, low-calorie and sodium-light dishes. This exhibit represents the beauty and practicality of vegetable gardening in urban settings, in addition to promoting healthy eating for children. To enhance the whimsy of this children's exhibit, the garden also includes flowers such as tall mallow, rhodendrum, astilbe, Persian shield, peonies, clematis, impatiens and a children's favorite, lamb's ear. Educational signage throughout this exhibit tells visitors about the nutritional value of plants.

The exhibit also represents Camden, N.J. The **iconic Campbell's Soup Factory and water tower** signify the rich industrial history of this struggling city. The windmill with the Camden Children's Garden logo symbolizes the old-fashioned farm machine's revival as a great way to reduce our carbon footprint. Once used on farms and in factories for pumping water or milling grain, windmills are now utilized around the globe as a *green* source of energy generation.

Unlike past Flower Show exhibits by the Camden City Garden Club, this piece will not be installed later at the Camden Children's Garden. However, part of the display will find a permanent home at the new section of the **Campbell Soup Company World Headquarters**, which is currently being expanded in Camden, N.J.

As the City of Camden faces ongoing issues of poverty and crime (see statistics at end of press release in Background Information), it is imperative that programs of the Camden City Garden Club continue to assist residents trying to live a healthier and greener life. Numerous reports label Camden as the most dangerous city in the United States. however, many are not aware that Camden is also the poorest city of its size (U.S. cities with a population over 65,000). All too often, poverty is allied with poor nutrition, lack of access to healthy food, and subsequent obesity resulting from poor eating choices. Through our Community Gardening Programs, Fresh Food Events, and the GrowLab hands-on nutrition/science program in Camden schools, we are striving to help break this cycle by teaching children and adults how to grow their own produce, and how to prepare tasty, nutritious meals inexpensively and from local sources.



~ More ~

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Camden Teens Build Philadelphia Flower Show Exhibit

Since 1995, the Camden City Garden Club (CCGC) has operated the **Youth Employment and Job Training Program**, giving Camden teens a chance to blossom on a world stage at the Flower Show, and to earn some income while learning about horticulture and interpersonal skills. These young people serve their community through the CCGC's programs while they learn basic job skills, horticulture, science, landscaping, and even have the opportunity to teach younger children about plants and nutrition. The teens assist with the Flower Show exhibit by helping to build hardscape, force plants, assemble of the exhibit on the Pennsylvania Convention Center floor, and teach all Flower Show visitors about our exhibit and other programs. The CCGC is dedicated to educating and employing Camden residents and during the busy season 85% of staff are from Camden. CCGC employs 15 to 18 teens and young adults from Camden. Since 1995, we have employed over 300 Camden youth, and, to our knowledge, only one of these teens dropped out of high school.



CCGC Youth Staff create topiaries of the Campbell's Soup Kids for the CCGC Flower Show Exhibit, "Soup &

BACKGROUND INFORMATION ON PROGRAMS INSPIRING THIS EXHIBIT

Community Gardening Program ~ Greening, Growing and Giving Good Food



The Community Gardening Program of the Camden City Garden Club and the Camden Children's Garden is celebrating its 26th season of helping to nourish and beautify the Camden community. Through this program, Camden residents learn as they work hand-in-hand with the Garden Club to create and maintain scores of food-producing community garden sites. Club members clean up trash-strewn lots and help renovate them into productive community gardens. In turn, this helps rejuvenate neighborhoods and promote healthy lifestyles. In a city like Camden, where there is an

overabundance of empty, trash-strewn lots - more than 4,000 city-owned lots and another 8,000 abandoned lots - neighborhoods are being transformed through the Club's gardening projects and tree plantings. The Club is operated from the Camden Children's Garden on the Camden Waterfront. The Community Gardening Program is supported by grants from the William Penn Foundation and other private funders.

In 2009, the Club partnered with twenty-four faith-based organizations and churches to fight childhood obesity through community gardening and nutrition education. This was funded by a grant from the Robert Wood Johnson Foundation (RWJF) as part of its national faith-based initiative. In 2009 alone, the Club created 31 new community gardens - 25 of them faith-based! The number of vegetable and flower transplants that are distributed annually to participating gardeners throughout the City of Camden increased by 50 percent in 2009, to about 150,000. In addition to plants, the Community Gardening Program offers its urban gardeners workshops, meetings, and food events such as barbeques to teach about proper cultivation methods and how to prepare nutritious meals with garden produce.

For a modest membership fee, the Club supplies gardeners with materials such as compost, fencing, seeds, plants, mulch and fertilizer. The Camden City Garden Club is helped in its efforts by members of the AmeriCorps National Civilian Community Corps (NCCC), in conjunction with Camden residents and Garden staff. The Club plans to continue adding new gardens, and hopes to start a co-op farmers market and a modified CSA.

Campbell's® "Help Grow Your Soup!" and the Camden City Garden Club

As part of *Campbell's® "Help Grow Your Soup!"* Campaign, members of the Camden Children's Garden/Camden City Garden Club and other area organizations planted *Campbell's* tomato plants on May 2, 2009, to enhance Camden's community gardens and promote sustainable agriculture, at the Woodland Avenue Presbyterian Church at Ninth and Sylvan Streets in Camden. For the first time in its century-plus history, the Campbell Soup Company is making available to the American public specially cultivated seeds used to grow tomatoes for its iconic **Campbell's®** Tomato Soup. For more than 70 years, *Campbell's* has been cultivating seeds for the quality tomatoes that are used in their popular soups. In its new campaign, the Campbell Soup Company plans to distribute two million tomato seeds across the United States in an effort to grow more than one billion tomatoes. To obtain free seeds to grow your own **Campbell's** tomatoes, purchase a can of *Campbell's®* condensed soup, and go to www.HelpGrowYourSoup.com.



GrowLab Program & Salad Parties



Camden is celebrating salads! The Camden City Garden Club's GrowLab Program is a hands-on, indoor classroom gardening program that utilizes mini-greenhouses in elementary schools throughout Camden. The Camden City Garden Club (CCGC) has been operating Camden's GrowLab Program for 20 years. This program reaches over 550 Camden elementary school children annually, teaching Camden students life sciences, environmental science, nutrition and math through

horticulture.

The CCGC staff visit classes every two weeks to teach lessons and monitor progress. The program serves 26 classes in the City of Camden, as well as daycare centers. To mark the culmination of a semester's learning, GrowLab students and their educators celebrate by enjoying Salad Parties! Students harvest their classroom-grown produce (tomatoes, lettuce, peppers, spinach, carrots, onion, and radishes), and augment that with additional New Jersey Fresh produce.

Programs like GrowLab and the Community Gardening Program are important in combating childhood obesity and promoting healthy urban living. In the City of Camden, **30% of adults are overweight and 40% are obese**, according to findings from New Jersey (NJ) Department of Health and Senior Services, Center for Health Statistics, Camden City and Camden County 2006 Data from Behavioral Risk Factor Survey Breakdown, Healthy Camden City 2010. **In the past 30 years, obesity in American children has more than doubled.** The chronic health problems associated with obesity have been reported frequently in recent years. For children, these problems are profound, and can result in unhealthy adulthood. For some children, the causes of obesity are genetically linked, but for many others, the causes are environmental. Lifestyle changes can have an extreme impact on obesity, and therefore, on overall health issues like diabetes, heart disease and even cancer. (NBC Digital Health Network). In fact, many GrowLab students also have community gardens near their homes and/or churches (also coordinated by the CCGC), where they can practice their gardening skills. GrowLab students often become leaders in their community garden, passing on the horticulture and nutrition lessons learned in their GrowLab classes.

~ More ~

Website: www.theflowershow.com

Dates: Sunday, February 28th through Sunday, March 7

Place: Pennsylvania Convention Center
12th & Arch Streets, Philadelphia, PA 19107-2299

Hours: (Best viewing hours are after 4 pm)

- Sundays, February 28 and March 7: 8 am to 6 pm
- Monday through Friday, March 1 to March 5: 10 am to 9:30 pm
- Saturday, March 6: 8 am to 9:30 pm

STATISTICS ABOUT CAMDEN AND OBESITY

FACT: Camden, NJ is the Poorest City (of its size) in the United States.

In a 2006 report, U.S. Census Bureau data from the American Community Survey showed that Camden, NJ had the lowest median household income and highest percentage of people living in poverty among US cities with over 65,000 residents.

FACT: Camden, NJ is Among the Most Dangerous Cities in the United States.

Camden has consistently ranked among the top 10 cities with the highest per-capita crime rates. In its annual rankings based on crime statistics, the Morgan Quitno 2008 Crime Scale reported that Camden, NJ is "the nation's most-dangerous city". However, according to Attorney General Milgram, "murders in Camden have plunged 40 percent and Camden showed drops for the year in all seven categories." She said Camden, which is ranked as the nation's most dangerous city, was on track to end 2009 with the lowest rate of major crimes since 1969. (Courier Post, December 30, 2009)

FACT: America is Growing in Obesity and Related Health Issues

A study released in July revealed that obese Americans cost the country about \$147 billion in weight-related medical bills in 2008, double what it was a decade ago. Obesity now accounts for about 9.1% of medical spending, according to *America's Health Rankings*TM. Extra weight increases the risk of diabetes, heart disease and many types of cancer. (ABC News and AmericasHealthRankings.org, November 17, 2009)

For additional information on the challenges of the City of Camden, please see the *Philadelphia Inquirer's* recent four-part series: http://www.philly.com/philly/hot_topics/69285007.html

Grow Your Own Soup & Salad!

DID YOU KNOW?

According to the U.S. Department of Agriculture: "\$100 spent on vegetable gardening can yield \$1,000-\$1,700 of produce."

1) PICK A SUNNY SPOT!

Choose an indoor or outdoor area that gets at least 6 hours of sun a day. Position your garden in an area accessible for watering and harvesting. In the winter, grow some smaller plants indoors using a grow light.

2) VARY YOUR VEGETABLES!

Soup Garden: root vegetables are best for soup and can be planted in a container at least 1ft deep. Soup vegetables such as carrots, sweet potatoes, tomatoes, peppers, celery, onions, garlic, chives, rutabaga, and turnips.

Salad Garden: salad greens and non-root vegetables can be grown indoors/outdoors in containers and eaten raw: lettuce, mesclun, arugula, cilantro, dill, sweet fennel, oregano, mustard greens, spinach, beet sprouts, radish sprouts, carrot sprouts, green onions, basil, thyme, chives, and swiss chard.

3) PICK A CONTAINER!

Plant seeds for your favorite vegetables, using containers that resemble soup bowls or salad plates - to remind children that these living plants will soon be healthy meals! For a windowsill garden, choose terracotta containers and place your favorite salad plate or tray under the container to catch the draining water. Encourage children to decorate the containers with drawings of vegetables. For a patio garden, recycle a baby pool and be sure to poke holes in the bottom and place in a location where water can drain out the bottom.

4) READY, SET, PLANT!

- **SOIL-LESS:** Fill with soil-less mix. DO NOT use soil from ground - contains weed seeds and pathogens.
- **SEW SEEDS:** Sprinkle vegetable seeds on the soil and cover lightly with soil-less mix.
- **CULTIVATE:** See seed packet for plant-specific spacing information or detailed instructions.
- **LABEL:** Use popsicle sticks to label plants by writing veggie names or draw picture of vegetable.
- **WATER:** Gently water the soil-less mix with a spray bottle, and keep moist while seeds grow.
- **MOISTEN:** Cover container with plastic wrap or moistened paper towels to prevent mix from drying out.
- **WATER:** Often water thoroughly from the bottom when the surface of the soil is dry and light in color.
- **FERTILIZE:** To grow healthier and bigger plants, fertilize with organic compost.
- **MAINTAIN:** As the seedlings begin to grow, thin by cutting excess plants off at the base to prevent root damage.

5) PICK, PREPARE & ENJOY!

Thin plants in container gardens by harvesting delicious and nutritious sprouts, leaving only a few plants to reach maturity. Use homegrown vegetables in salads or soups. Recipes from chefs at the Campbell Soup Company can be found online at www.campbellkitchen.com. Once you have harvested all of the plants from your container, reseed your veggies so that you can have a recurring harvest.

~ HEALTHY RECIPE & HANDS-ON NUTRITION LESSONS FOR KIDS ~

SOUP: A Pyramid In A Pot

Learn about the food pyramid by choosing foods to create a soup that incorporates at least four food groups.

- **Vegetables:** carrots, broccoli, cauliflower, potatoes, spinach
- **Grains:** whole wheat elbow macaroni, pastatini, rice, barley
- **Meats & Beans:** chicken, turkey, beans, crab, lean beef
- **Milk:** various low-fat cheeses, cream-based soup broth
- **Fruits:** tomatoes, peppers, cucumber, squash

SALAD: Rainbow Salad

Diversity of color in diet is important. Colors represent different types of vitamins and nutrients.

With green lettuce, add red tomatoes, orange carrots, yellow peppers, blue blueberries and purple grapes.