



CHALLENGE #3

URBAN GARDEN INFOMERICAL

For individuals or Groups (Maximum 5 Persons Per Group); maximum points: 300 (1 Entry Per School)

MEDIA: VIDEO

YOUR CHALLENGE: Traditional gardening and farming techniques have dominated Ohio's landscapes. However in recent years, more and more of our local food is being produced in an urban setting. "In fact, according to the USDA about 15% of the world's food supply is now grown in urban centers." As our population continues to grow and open space declines, this new approach to growing food has the potential to revolutionize how and where we produce fresh food. Develop a business plan for an urban garden that you would like to see built at your school, and create an infomercial video pitching your ideas on how to grow food in urban environments. Videos should emphasize how to maximize small growing spaces and sustainable practices.

ENTRY SUBMISSION: Wednesday, March 6, 2019

Electronically submit the following:

Challenge #3 entry form

YouTube video uploaded to www.youtube.com

ENTRY REQUIREMENTS:

- Video entry must begin with opening credits including school name, Challenge #3, 2018–2019, and a student participation list (including their roles). Video must be uploaded to www.youtube.com
- All students in a Group submission must take an active role in the video
- Videos must be four minutes maximum and one minute minimum in length; and must address growing food demands of our society and how their design will increase food production in urban environments.
- Business Plan follows template; Bibliography must be submitted citing at least three sources, following MLA or APA format, and include school name
- On-time entry submission (late entries may not receive points)

ADDITIONAL INFORMATION:

- Students are encouraged to explain how their urban garden would impact their neighborhood and/or community.

EVALUATION CRITERIA: For a detailed list of evaluation criteria and points awarded for this challenge, please review the sample evaluation sheets in this packet.

STATE STANDARDS: Ohio Common Core Strands and Topics that can be addressed while participating in the *Urban Garden Infomercial* Challenge:

- **Visual Arts:** *Perceiving/Knowing, Producing/Performing, Responding/Reflecting*
- **Science:** *Biology, Environmental Science, Life Science, Physical Science & Geology*
- **Language Arts:** *Reading, Writing, Literacy in Science, Research & Media Skills*

RESOURCES:

- [Growing to Green Program, Franklin Park Conservatory and Botanical Gardens](#)
- [An Introduction to Urban Farming](#)
- [Urban Ag Projects in Columbus, Ohio](#)