

Yum!

THE GREAT FAVA BEAN GIVEAWAY

NOV. 6-14



GROW HEALTHY SOIL

GROW HEALTHY FOOD

RECIPES

CHICO STATE

LET'S PLANT FAVAS TOGETHER THEN WATCH THEM GROW

CONSERVE GARDEN WATER



THE GREAT FAVA BEAN GIVEAWAY

INTERIM REPORT
DECEMBER 17, 2021

by
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The Great Fava Bean Giveaway

Using Fava Beans to Build a Network for Earth and Food Justice



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The Great Fava Bean Giveaway is a collaboration between Planet Earth Observatory (PEO) and the fava bean research conducted by Dr. Hossein Zakeri, Associate Professor, College of Agriculture, Cal State Chico and his team under a grant from Western SARE.



Dr. Hossein Zakeri (l) and Dr. Kyle Brasier (r)



Planet Earth Observatory uses the humble but mighty fava bean to further our core objectives...

▪



It's All About The Bean



OBJECTIVES

Community Science

Drawing on field research from scientists, we share what we've learned about sustainability in school, community and other edible gardens around Metro Los Angeles



Healthy Soil



Healthy Food



Local, Just and Sustainable Food Systems





Healthy Soils Practices

- WATER CONSERVATION
- COMPOST
- MULCH
- * COVER CROPS
- POLLINATORS
- CROP ROTATION
- COMPANION GARDENING
- HEDGEROWS
- SHADE COVER
- COMPOST TEA
- DROUGHT TOLERANT EDIBLES

OBJECTIVES

Community Science



Community science helps us understand how cover crops and other healthy soils practices can mitigate the effects of extreme weather events in urban gardens and farms.



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What is a cover crop?

Cover crops are not grown to feed people or livestock. They are grown to feed the soil. Most cover crops are legumes or grasses. They are grown during off-season to help the soil get ready for a cash crop that will follow.



Cover crop of field peas, rye grass, crimson clover and vetch



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Community Science Project #1

Healthy Soils Cover Crop Investigation

Since 2018, we have been conducting a community science investigation in edible gardens around Metro LA. We use a cover crop of fava beans followed by corn to consider soil health, moisture holding capacity and corn crop yields. Dr. Aaron Fox, Cal Poly Pomona started us out as our principal advisor.



Community Science


Since ancient times, farmers have known that fava beans improve the soil. They are especially helpful when used in rotation with nitrogen-demanding crops like corn and tomatoes. Because fava beans are hardy, they can be grown during the winter months. They are also just plain beautiful to watch as they grow!



Why Use Fava Beans as Cover Crops?



Watch our video about the community science healthy soils investigation we conduct using fava beans:

 https://vimeo.com/528185810?embedded=true&source=vimeo_logo&owner=5978100

Community Science Project #2

(planning stages)

Healthy Soils Workshops for Community Garden Leaders

These workshops will combine climate science education with healthy soils practices applicable to the SoCal climate. Our aim for these much needed workshops is to figure out how to mitigate the effects of extreme heat and drought on the food we grow locally.



Community Science Project #3

(planning stages)

Healthy Soils Demonstration Tour at Solano Canyon Community Garden for Urban Gardeners and Farmers

The tour will provide opportunities
for hands-on learning in healthy soils
practices.



*Gardeners at Solano Canyon Community Garden
are terracing the hillsides to create new beds for planting favas beans.*



Note: CSU Chico is also providing assistance

**How we used 100 pounds
of fava beans
to advocate for
soil health**





Lead-up to the Giveaway

CSU Chico gave us 100 pounds of fava beans which we used to prepare over 700 packets of Vroma and Windsor beans. A local Girl Scout Troop and Pasadena Community Garden members helped us get the packets ready then...

We were off!

OBJECTIVES

ADVOCACY

Fava Beans Are Good for the Soil

We gave away fava packets at farmers markets, community gardens, schools and elsewhere, spreading the word about healthy soils practices.



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STATE**



OBJECTIVES

ADVOCACY

Fava Beans Are Good to Eat

Planet Earth Observatory sees its role as healthy soils advocates. We don't stop with using favas as cover crops. We are using our in-person and social media contacts to increase consumer demand for fava beans. We want to incentivise California farmers to diversify their crops because mono-cropping isn't sustainable!



Instagram
#healthysoilla

**CHICO
STATE**



OBJECTIVES

Art for Community Engagement



Instagram

#healthysoilla



The Great Fava Bean Giveaway helps us engage with people to talk about big issues like climate change and food justice. We are further developing ideas about the performative aspects of art, using a bean to symbolise regeneration. Our goal has always been to connect artists, scientists, makers and growers, against a backdrop of edible gardens. Farmers markets and other locations also work!



We distributed fava packets at 14 farmers markets around LA County



Distribtuion Points



Farmers Markets

(= # times visited)

- Altadena Farmers Market (3)
- South Pasadena Farmer Market (2)
- Bixby Park Farmers Market
- Torrance Certified Farmers Market
- Mar Vista Farmers Market (3)
- Sant Monica Farmers Market
- Blvd Farmers Market
- East Los Angeles Farmers Market
- Atwater Village Farmers Market
- Lincoln Heights Certified Market
- Larchmont Farmers Market
- Old LA Farmers Market (2)
- Lancaster Farmers Market
- Artsakh Farmers Market (2)



Distribtuion Points

UCCE Los Angeles
Master Gardeners also
helped distribute packets



Distribtuion Point and Growing Location



...also the folks at the Venice Learning Garden



Growing Locations

Twelve Community Gardens



Elysian Fields Community Garden



Belvedere Community Garden



East Hollywood Community Garden

Community Gardens

(# = number of times visited)

- Pasadena Community Garden (5)
- Solano Canyon Community Garden (5)
- Spring Street Community Garden
- East Hollywood Community Garden
- Belvedere Community Garden (2)
- Willowbrook Community Garden
- Altadena Community Garden
- Glendale Community Garden
- Long Beach Community Garden
- East LA Community Garden
- Elysian Fields Community Garden
- City of Hope Hospital Garden



Growing Locations

Schools and Universities

- UC San Diego, School of Architecture
- Hillsides Nonpublic School, Pasadena
- Garden School Foundation:
 - 24th St. Elem., Jefferson Park/West Adams
 - 99th St. Elementary, South LA
 - Annalee Elementary School, Carson
 - Leapwood Elementary School, Carson
 - Grand View Blvd. Elementary School, Mar Vista
 - Jackson STEM Magnet Academy, Altadena
 - Rockdale Elementary School, Eagle Rock
 - Wilshire Crest Elementary School, Mid-Wilshire
 - Mark Twain Middle School



Growing Location



Prentiss Detention Center,
Casaic



...and many
home gardens
around LA County

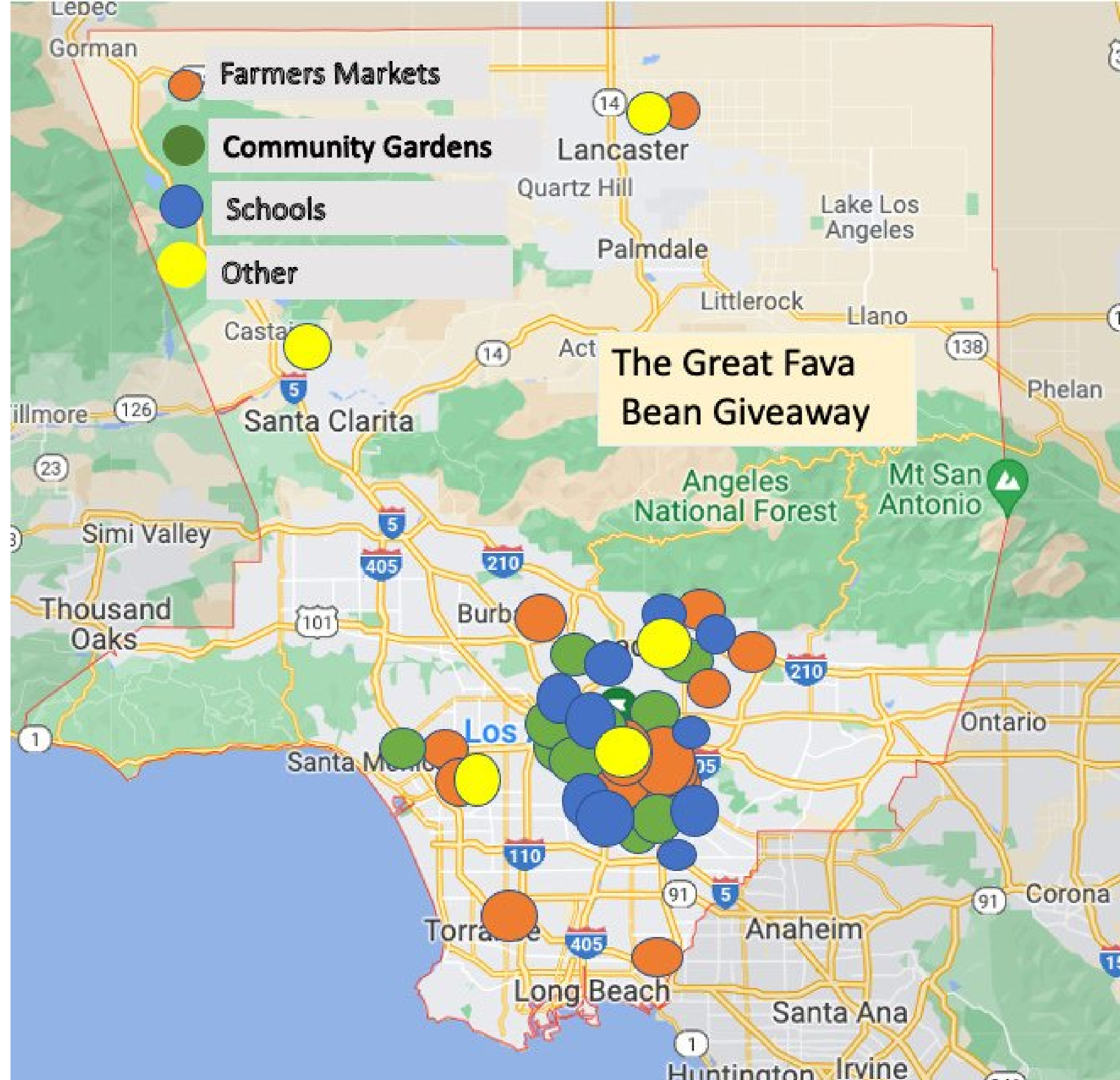


Great Fava Bean Giveaway Distributions Points and Growing Locations

(more detailed maps to follow,
focusing on regions within the
City of LA with some home
garden locations added)

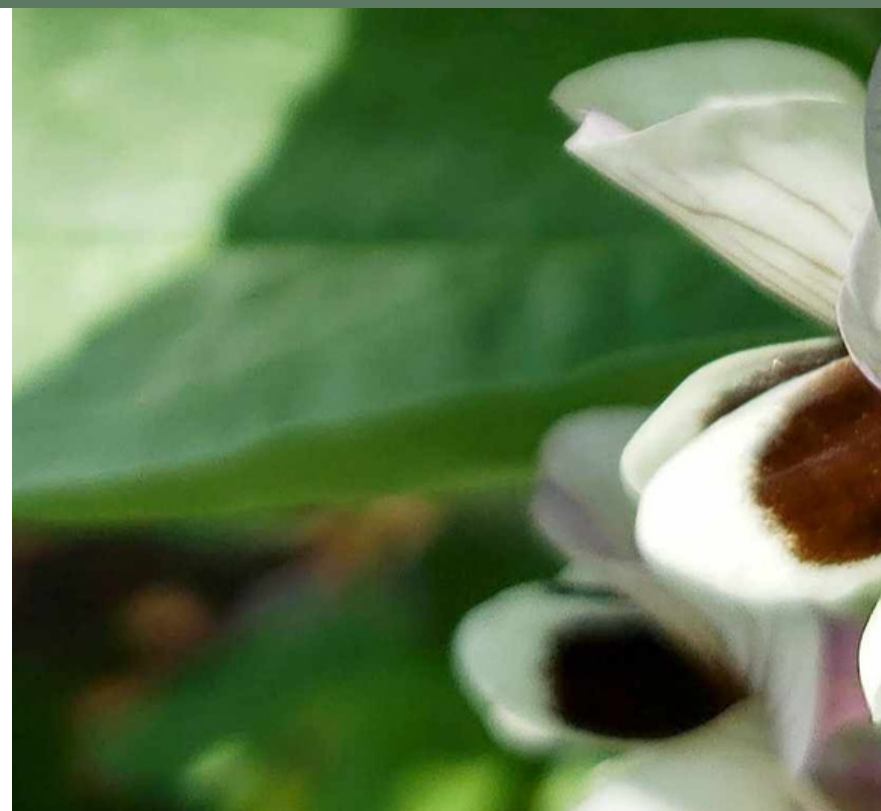


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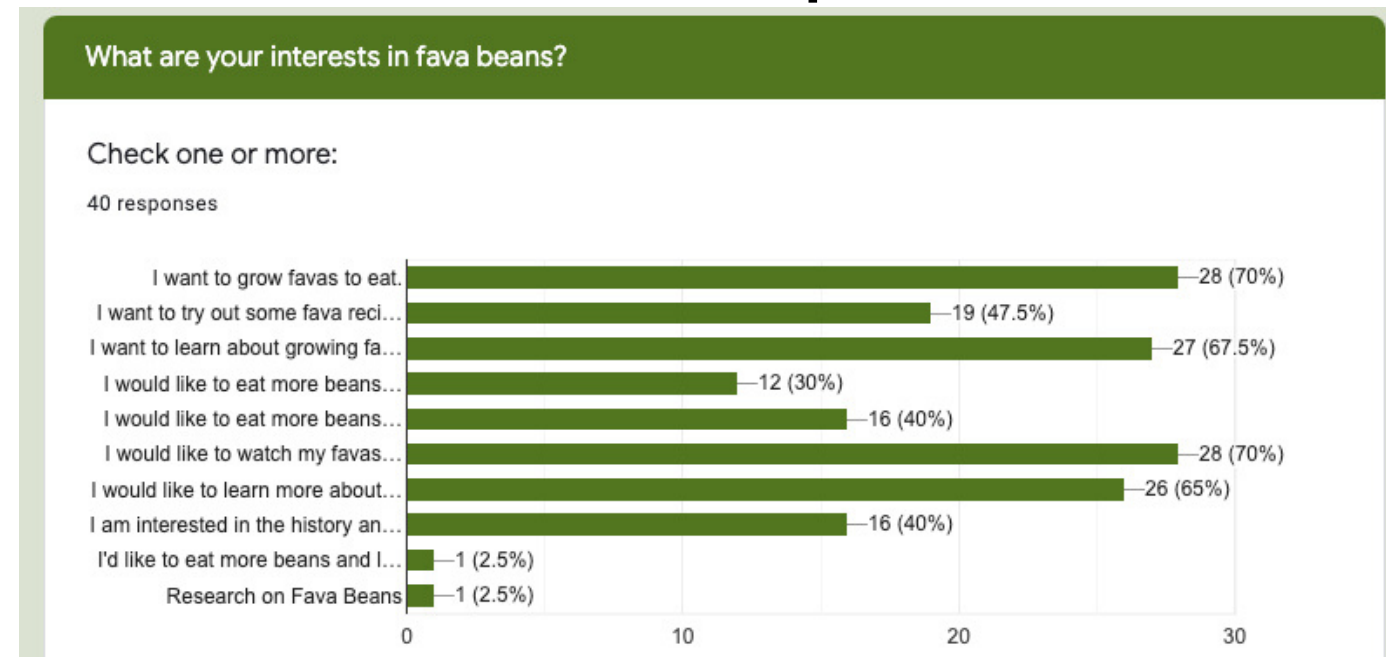




Survey Results



What are your interests in fava beans? 40 responses



I want to grow favas to eat. (70%)

I want to try out some fava recipes (47.5%)

I want to learn about growing favas as a cover crop (67.5%)

I would like to eat more beans and less meat because I care about my health (40%)

I would like to watch my favas grow because it's fun to observe nature (70%)

I would like to learn more about ways to grow healthy soil (65%)

I am interested in the history and culture of favas (40%)

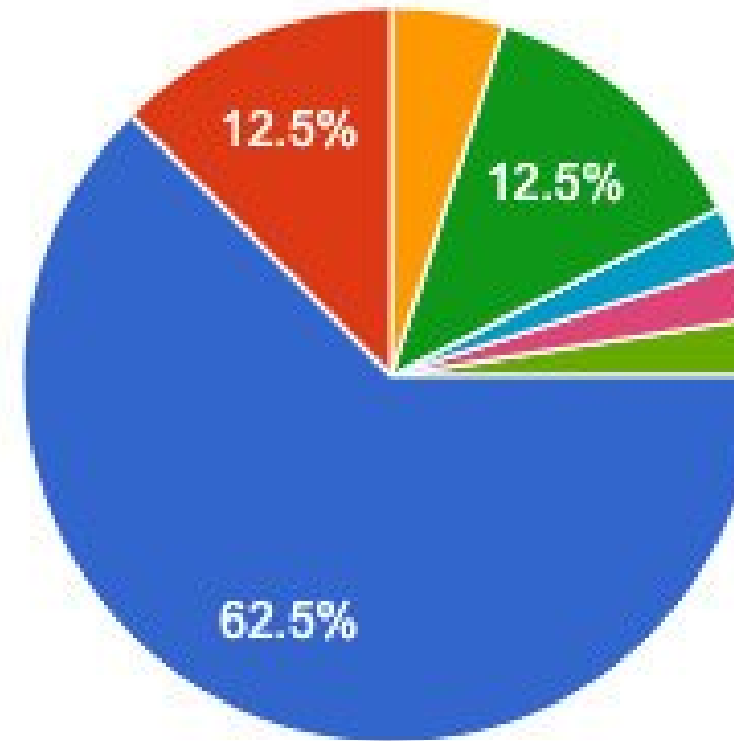
I am interested in research on favas (2.5%)

I'd like to eat more beans and less meat because I care about my health (2.5%) *?

Where will you be growing fava beans?

I will be growing favas in...

40 responses



- My Home Garden
- A Community Garden
- A School Garden
- Containers
- An Urban Farm
- Raised bed 3 X 6'
- Interested in research
- City of Hope Community Garden - Garden of Hope

40 responses



Survey Results



Going Forward...

Incentivise Farmers to Grow Fava Beans

Going forward with the Great Fava Bean Giveaway, Planet Earth Observatory wants to incentivise farmers to diversify their crops by increasing consumer demand for fava beans.



Going Forward...

Incentivise Farmers to Grow Fava Beans

We are partnering with farmers like Larry Kandarian who grows favas as a cover crop and for consumption.



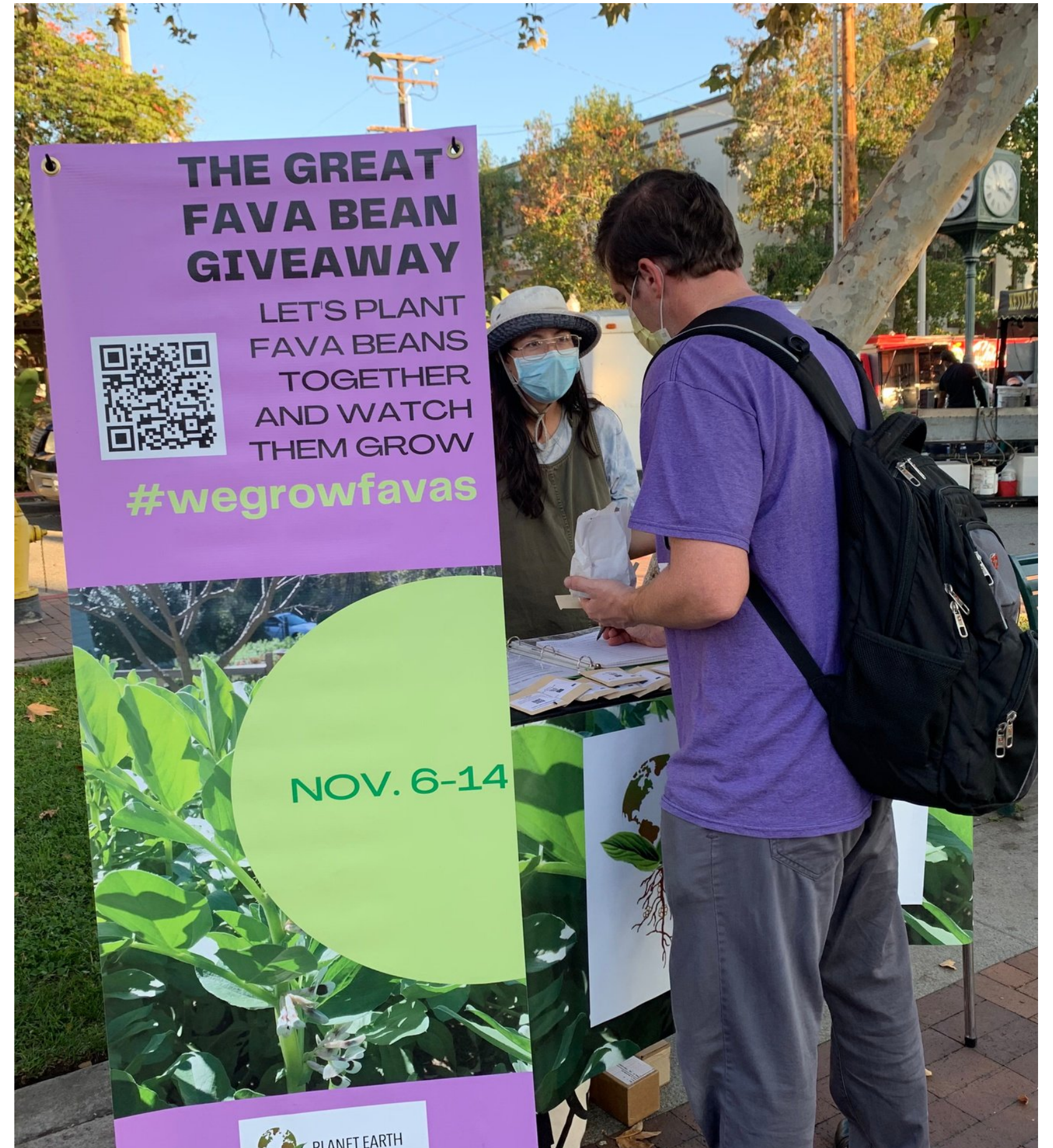
*Larry Kandarian,
Kandarian Organic Farms, Los Osos*

Going Forward...

Plans to increase consumer demand for favas

Recipe Collection

We are collecting recipes from the people we meet at farmer's markets and community gardens.



Going Forward...

Plans to increase consumer demand for favas

Recipe Development with Chefs

We are testing and developing fava recipes with Chef Dená Brunner. And we are making contacts with other chefs at LA restaurants.



Going Forward...

Plans to increase consumer demand for favas

Test Market Surveys

We plan to test these recipes at markets and grocery stores that serve our target audiences.

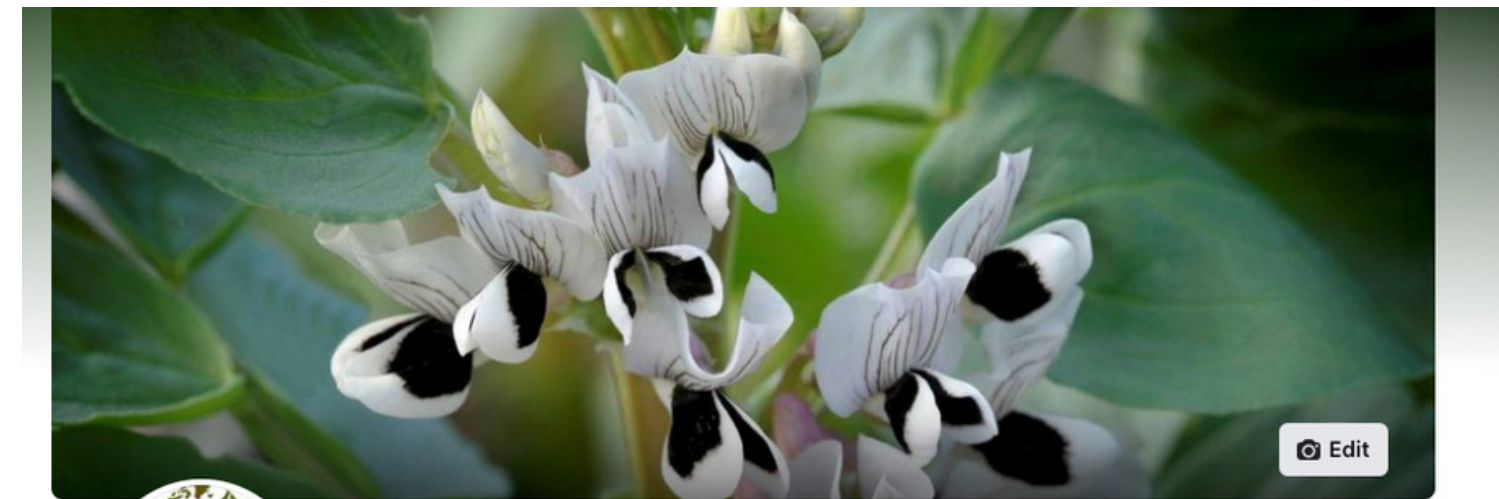


Going Forward...

Plans to increase consumer demand for favas

Social Media

Future plans are heavily dependent on having a team of folks with social media and direct marketing experience to manage and add content to our social media sites, with the aim of increasing our number of followers, contributors and influencers. We will also rely on the team to set parameters for measuring our success increasing consumer demand.

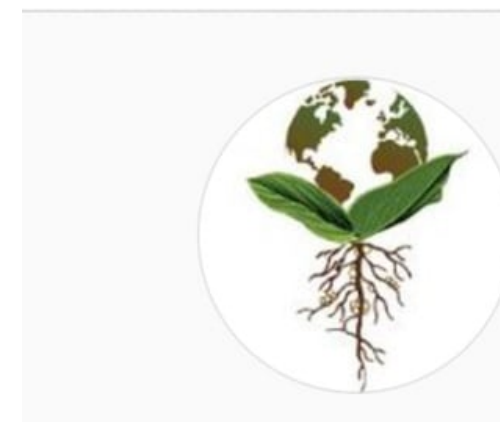


**Planet Earth Observatory:
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Edit WhatsApp

Instagram



Home



What's happening?



Tweet

Plans to increase consumer demand for favas

Our marketing team will need to carry out these and other tasks:

- coordinate recipe development with chefs *
- recipe collection from the public (with CSU Chico)
- test marketing recipes *
- creating and administering surveys *
- platform and content strategising *
- collaborate on written and audiovisual materials *
- film/photo production*
- web and social media site development and maintenance *
- data analysis *

*possibly with CSU Chico





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Stay Tuned!



#wegrowfas



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