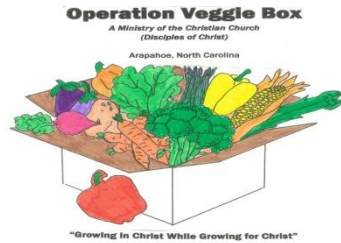


Operation Veggie Box Fall 2013

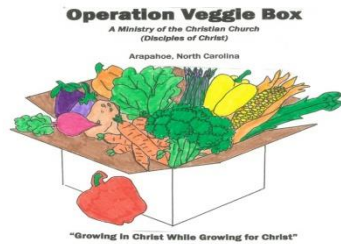
Closeout Brief





Agenda

- 1. Review OVB Concept of Operations**
- 2. Review OVB Tenets**
- 3. Review Fall 2013 Garden Results**
- 4. Discuss Lessons Learned**
- 5. Fall 2013 Conclusions**
- 6. Review Spring 2014 Garden Vegetable Plan**
- 7. Discuss 2014 Goals and Objectives**
- 8. Open Discussion**



OVB Concept of Operations

Operation Veggie Box (OVB)

OVB is a front line Christian ministry that will try to find those who are suffering, or isolated from God, and attempt to address their physical and/or spiritual hunger needs.

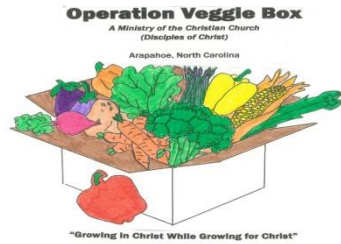
OVB creates a new supply of food for existing distribution networks and organizations.

OVB will create a standard crop production plan that all churches will follow. OVB Garden size is ten rows at 100'.

OVB will be utilizing a branding technique to establish and market the ministry!

Concept of Operations

1. Plant and tend a garden.
2. Harvest vegetables when they are ready.
3. Package the vegetables in bags or boxes with spiritual messages explaining the good news of Jesus and the power of the Holy Spirit.
4. Deliver packages to existing agencies where they will deliver to persons in need.

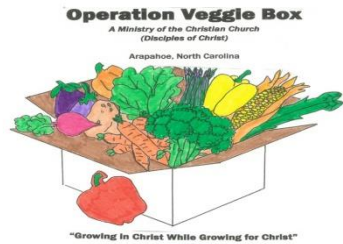


OVB Tenets

Operation Veggie Box (OVB) Tenets

1. OVB is open to all denominations and faiths but this is a Christian Ministry.
2. Increase evangelism by the delivery of spiritual messages to the hungry.
3. We do not filter recipients of our vegetables.
4. Show the love of Jesus by our actions.
5. Develop and build new working relationships between churches.





Review Fall 2013 Garden Results

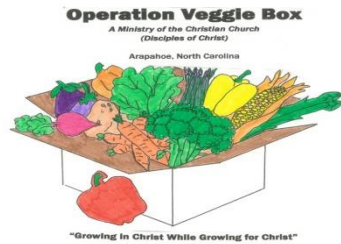
Fall 2013 Goals

1. Deliver 100 boxes with spiritual messages.
2. 5 pounds of produce per box.
3. 500 pounds of produce delivered.
4. Budget Goal: \$880

Fall 2013 Actual Results

1. 334 boxes and bags delivered.
2. 5.1 pounds of produce per package
3. 1,706 pounds of OVB vegetables produced.
4. Actual Cost: \$475 (approximate)



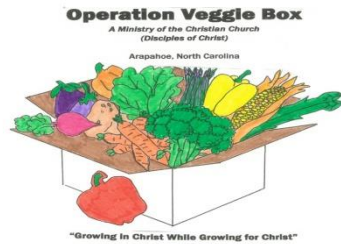


Review Fall 2013 Garden Results Cont'd

Measurement & Analysis

- “ OVB Cost/Pound: 27.8 ¢ per pound vs. Retail Price of \$1.67 per pound
- “ Cost: 54% of budget
- “ Participants: 56 people participated
 - “ 10 were kids (17.9 %)
 - “ 26 of those people do not attend Bethany (46.4%)
- “ Labor: 235 hours of labor was expended over 14 weeks (approximation).
- “ Biggest Producer: Dwarf Kale @ 284 pounds.
- “ Most Expensive: Broccoli at \$2.73 per pound.
- “ Cheapest: Dwarf Kale @ \$.10 per pound

Vegetable	Pounds	Planted	Harvested	Yield %	Cost	Prorated Overhead Cost	Total Cost	Total Cost Per Pound
Early Jersey Cabbage	426.75	202	152	75.25%	\$48.00	\$53.10	\$101.10	\$0.24
Carrots	34.25	40	37	92.50%	\$1.20	\$10.62	\$11.82	\$0.35
Rutabagas	73.83	60	50	83.33%	\$1.00	\$15.93	\$16.93	\$0.23
Broccoli	33	91	47	51.65%	\$50.00	\$40.10	\$90.10	\$2.73
Cauliflower	0	30	0	0.00%	\$25.01	\$13.00	\$38.01	\$0.00
Cucumbers	0	6	0	0.00%	\$0.80	\$0.00	\$0.80	\$0.00
Collards	238.34	67	66	98.51%	\$0.00	\$26.55	\$26.55	\$0.11
Sharp Head Cabbage	220.5	79	75	94.94%	\$0.00	\$26.55	\$26.55	\$0.12
Dwarf Kale	284.685	100	100	100.00%	\$0.50	\$26.55	\$27.05	\$0.10
Kale	104.315	100	100	100.00%	\$0.00	\$26.55	\$26.55	\$0.25
Yellow Squash	65.44	33	33	100.00%	\$0.00	\$13.55	\$13.55	\$0.21
Zucchini	80.435	25	25	100.00%	\$0.00	\$13.00	\$13.00	\$0.16
Romaine Lettuce	76.75	50	50	100.00%	\$0.00	\$13.28	\$13.28	\$0.17
Green Leafy Lettuce	68.25	50	50	100.00%	\$0.00	\$13.27	\$13.27	\$0.19
Spinach	0	0	0	0.00%	\$1.50	\$0.00	\$1.50	\$0.00
	1,706.5				\$128.01	\$292.05	\$420.06	\$0.25



Review Fall 2013 Garden Results Cont'd

Organizations Receiving Produce

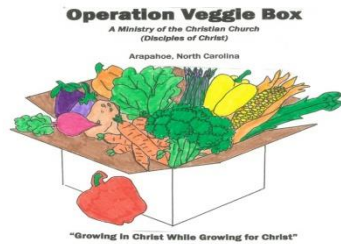
- “ Fishes & Loaves – Oriental
- “ RCS – New Bern
- “ Ministerial Outreach – Havelock
- “ Saint Galilee Missionary Baptist Church – Maribel

Other Organizations That Helped or That Had Members Who Helped

- “ Lee Family Farms
- “ Silver Hill Christian Church - Grantsboro
- “ Centenary Methodist Church – New Bern
- “ New Song Methodist Church – New Bern
- “ Arapahoe Free Will Baptist Church – Arapahoe
- “ Belangias – Arapahoe
- “ Pamlico County Animal Control

Other

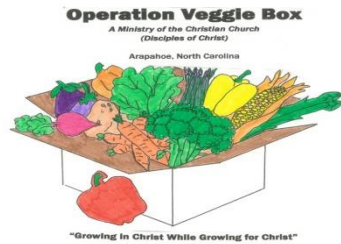
- “ People from 3 other states and Taiwan helped/visited the garden!



Lesson Learned

Lessons Learned

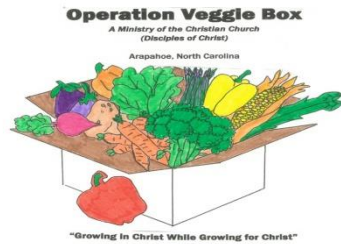
1. Flatten tops of rows
2. Put a channel in the middle of row before planting.
3. Plant transplants very deep.
4. Apply chemical protection immediately after planting.
5. Plant very late in the afternoon or very early in the morning. Plants need 12 hours to acclimate.
6. Don't transport plant trays with buckets of water at the same time.
7. Red water can with straight pour spout worked good on watering cabbage plants at their base.
8. Watering two rows at a time is possible with two water cans.
9. Wait until the rutabaga is higher than 2-3 inches before thinning. The plants were easily blown over by the wind after being thinned.
10. Spinach didn't germinate during hot weater. Maybe don't plant spinach in the fall because it is still too hot.
11. Deploy snake prevention at the beginning of the project.
12. Deploy instructions on what to do in case of a snake bite.
13. Question: Should people have health insurance in order to work in the garden. Snake bite treatment can be very expensive(\$50K per Treatment???)
14. Only 3-4 colors on the logo. T-shirt cost ballooned to well over \$20 per shirts because too many colors forced used of a heat transfer process which is much more expensive.
15. After plants get big it becomes more difficult to water. Drip tape would make watering easier at this stage.



Lesson Learned

Lessons Learned

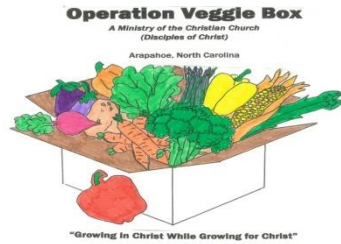
15. Once plants get big and/or producing fruit we need to water every 3 days.
16. Need to establish relationship with greenhouse and tell them what we need grown and we can pick up plants at greenhouse when we need them to plant.
17. Do not plant as many seeds for carrots, rutabaga, and dwarf kale that we did. This will make thinning much easier.
18. Need to plant vegetables so they come off during a 3 week timeframe.
19. More than one person needs to be able to use the ONE CALL System. Probably three: the minister, the communications director, and the Board Chairman.
20. NEED A WATERHOSE CONNECTED TO A WATER SUPPLY!!!
21. Dwarf kale wilted after two days in refrigerator
22. Should have picked lettuce 4 days earlier than we did.
23. After first picking apply nitrogen(15-0-0) to stimulate more growth.
24. If using tractor to till soil after plants are growing be careful that plants are not too big because tractor or movement of soil can damage plants.
25. On Facebook need to Share posts in order to increase reach of OVB on FB.
26. On Facebook use Boost Post technique to increase reach, this costs money though.
27. When talking with other churches/organizations first try understanding the feeling and thoughts of the audience.
28. Packing solutions(boxes or bags) are driven in part by how distribution organizations operate and by whether some produce needs to be refrigerated before it can be delivered.



Fall 2013 OVB Garden Conclusions

Operation Veggie Box (OVB) Fall 2013 Conclusions

1. Fresh vegetables can be produced and delivered at less than 25% of average retail price.
2. Cost to deliver a spiritual message is approximately \$2.00.
3. New teaming opportunities were created within our church and between other churches.
“ **Members of 9 different churches or church affiliated organizations participated!**”
4. Facebook page reached people that had never heard of Bethany Christian Church before.
5. Some unchurched people were exposed to this ministry forming possible new connections between them and the church.



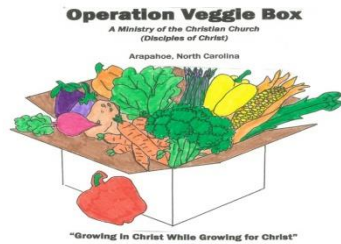
Review Spring 2014 Vegetable Plan

Vegetable Plan for the Spring 2014 Garden

- | | | |
|----|--------------------------------|-------------------|
| 1. | 5 rows of Cabbage (Sharp Head) | 1000 pounds |
| 2. | 1 row of yellow squash | 150 pounds |
| 3. | 1 row of zucchini | 200 pounds |
| 4. | 1 row of eggplant | 200 pounds |
| 5. | 1 row of grape tomatoes | 150 pounds |
| 6. | 1 row of watermelons | <u>300 pounds</u> |

Possible Yield: 2,000 pounds





2014 OVB Goals & Objectives

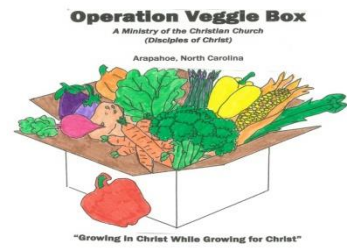
1. Establish new OVB Gardens in Oriental, New Bern, and Havelock.
 - a. Oriental United Methodist Church have indicated a strong desire to grow an OVB Garden.
 - b. OVB will brief New Song Methodist Church in January 2014.
 - c. OVB briefed Havelock Ministerial Association about 6 weeks ago and requested they grow a garden.

2. Develop strategy for statewide implementation of OVB working with the Disciples of Christ Regional Office.
 - a. John Richardson will be assisting.
 - b. OVB invited to brief Regional Assembly April 25-27, 2014 @ the North Raleigh Hilton.**

3. Conduct *Forum On Hunger* on January 25th, 2014 at Camp Caroline
 - a. Create more awareness of hunger issue in Pamlico County.
 - b. Improve county wide effectiveness of organizations working to resolve hunger.
 - c. Develop and elevate Christian leadership in the county.

4. Conduct *Corn JAM!+*
 - a. Share corn with area churches and agencies.

5. Develop partnership with Society of St. Andrew



Open Discussion