



**Vineyards Growing Veggies™
at Steinbeck Vineyards & Winery**

Urban Farming

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

A Harvest of a Different Kind: Vegetables

**Paso Robles Vineyard grows and donates 3 tons of vegetable crops
to Food Banks for the hungry**

Paso Robles, CA – October 1, 2008 – Over 70 attendees gathered on a warm, early autumn evening for a harvest blessing and potluck dinner at Steinbeck Vineyards & Winery in Paso Robles, CA. The fête was a grateful celebration of the first and bountiful harvest of the pilot community garden program called Vineyards Growing Veggies™, a new initiative and an extension of the Detroit, MI-based, Urban Farming's Include Food™ *when planting and landscaping*. With a mission to end hunger in our generation, Urban Framing is now an international organization, with gardens feeding those in need from Jamaica to England.

In the midst of harvesting the usual varieties on their 500+ acre ranch, where over a dozen premium wine varieties from Sauvignon Blanc to Syrah vines thrive, the Steinbeck family, along with a dedicated group of volunteers, local sponsors, the county food bank executive director and a community Pastor got together to celebrate and bless the bountiful first harvest of a different kind: vegetables. Varieties in this vineyard garden include Corn (White & Yellow), Tomatoes (Roma, Cherry, Vine Ripe) , Peppers (Green, Hot), Cucumbers (Regular, Lemon, Armenian), Squash (Acorn, Summer) Zucchini, Eggplant, Sunflowers, Parsley (Italian) and Basil (Regular, Lemon & Purple).

The festive event began with garden tours for the attendees, followed by garden and harvest announcements from those leading the initiative, including Cindy Newkirk, Marketing Director and owner of Steinbeck Vineyards & Winery of Paso Robles, Melanie Blankenship, owner of Nature's Touch Nursery & Harvest and Kathy Kelly, producer & founder of the Winery Music Awards, both of Templeton. Before enjoying dozens of delicious homemade dishes prepared from the bounty picked by the garden volunteers, Pastor Daniel Rowe of the Trinity Lutheran Church in Paso Robles gave a heartfelt blessing of the harvest and program.

Also attending the celebration and a major recipient of the garden's vegetables was, Carl Hansen, Executive Director of the Food Bank Coalition of San Luis Obispo County. Mr. Hansen expressed his

grateful thanks for the new program and hard work of the volunteers for providing the volume and quality of the healthy vegetables at a time of such great need. He added, "One of the other great things about this produce is that it doesn't require shipping from far away, which means it's fresher, lasts longer, and is healthier for our clients. And, it certainly helps keep our costs down by not having to pay freight. And think how much local farms, such as this one, can help our environment by not using fossil fuels to pay freight for heavy loads from far away places. Everybody wins."

Using organic and sustainable growing practices, the Vineyards Growing Veggies™ garden was planted over two weekends in late May and early June by thirty volunteers who joined together at the Steinbeck Vineyards & Winery to plant a full array of summer vegetables on an acre of donated, fertile land for the sole purpose of giving it to local food banks and organizations for those in need. In just under three months, over 6000 pounds (3 tons) of vegetables have been harvested from the prolific, vineyard vegetable garden, with an estimated 2000+ more pounds to be harvested by the end of the current growing season. It is estimated that this one-acre garden will yield somewhere between six to seven tons of foods annually.

The success of the garden at Steinbeck Vineyards & Winery will be used as a model to expand the Vineyards Growing Veggies™ initiative to other vineyards in wine regions worldwide.

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For more information about Vineyards Growing Veggies™ please contact Kathy Kelly at (805) 434-5100 or (310) 717-8750.

For more information on any of the mentioned organizations, please follow the links to each organization's home page for contacts:

Urban Farming: www.urbanfarming.org

Steinbeck Winery & Vineyards: www.steinbeckwines.com

Nature's Touch: naturestouch@sbcglobal.net or 805-434-3062

Food Bank Coalition of San Luis Obispo County: www.slofoodbank.org

Winery Music Awards: www.winerymusicawards.com

About Urban Farming

Urban Farming is an international 501(c)3 organization headquartered in Detroit, Michigan, that plants food on unused land and space to give it to those in need. Their mission is to end hunger in our generation. Food gardens are planted on unused land in cities, on rooftops, on walls, in planters, in malls and within landscaping. They also develop Green Science Gardens on school campuses, K-College. The guiding principle of Urban Farming is to form win-win partnerships with local, national and international businesses, government agencies, non-profits as well as community members and leaders, faith-based organizations and youth and senior groups. They facilitate mentoring youth and adult entrepreneurship and teach about agriculture, alternative flues, math, science, life skills and healthy eating.



Cindy Newkirk & Kathy Kelly speak about the VGV program to the celebrating attendees



Pastor Daniel Rowe gives a blessing for the bountiful first harvest



Carl Hansen, Exec. Dir., Food Bank Coalition of SLO County expresses his gratitude for the community garden and its volunteers.



Lilly Erickson & Elise MacIntyre carry the melons they picked from the garden

NOTE to EDITOR: High-resolution photos are available for publication.