



## **Growing Organic: Food That Is Good for You and the Planet**

### Requirement:

Educate visitors on growing organic food

### Why Do It:

Organic farming practices prohibit the use of synthetic fertilizers and pesticides, which can remain on produce as residue. In fact, pesticide residue is found on [nearly 70 percent](#) of the produce sold in the U.S. And washing and peeling does not necessarily remove these residues. According to the [Environmental Working Group](#), “the USDA found 225 different pesticides and pesticide breakdown products on popular fruits and vegetables Americans eat every day. Before testing, all produce was washed and peeled, just as people would prepare food for themselves, which shows that simple washing does not remove all pesticides.” Growing organic food at home is an engaging, economical and healthy way to complement your diet.

### How it Works:

Phipps demonstrates organic practices on-site through its Edible Garden and vertical garden system, both of which supply Café Phipps with produce. An organically-managed hydroponic system keeps fresh produce on café plates year-round.

At Café Phipps, any produce not grown at Phipps and that is listed on the Environmental Working Group’s [“Dirty Dozen”](#) list is purchased as certified organic, as well as all produce on the children’s menu. Signage for each year’s Dirty Dozen list is displayed where food is ordered, and organic options are noted on the menu board.

A five-sign signage program in the Edible Garden teaches guests about the benefits of organic practices, and the ever-popular children’s play market features signage about organic options.

### Why This Works:

Food is one of the most consistent and intimate ways that we interact with plants. Guests are able to see the incredible bounty of an organically-managed edible garden, mostly in raised beds which can be replicated at most homes with relative ease even if there are space constraints. Signage reinforces the connections between the food and the means by which it is grown, and a meal in Café Phipps allows guests to actually taste the difference.

### Obstacles:

Nothing significant.

## Messaging:

*Growing organic food at home can be a fun, economical, healthy and delicious way to complement your diet.*

### Enivronmental Working Group's Dirty Dozen 2019

Research confirms the health benefits of a diet that includes fruits and vegetables. Fresh produce — organic or conventional — is essential for health. Each year, the EWG tests conventionally-grown produce for pesticide residues; the below contained the highest concentrations. These fruits and vegetables — known as the "Dirty Dozen" — are always organic at Phipps. You can limit your exposure by purchasing these items organically-grown for home, as budget permits.



Strawberries



Spinach



Kale



Nectarines



Apples



Grapes



Peaches



Cherries



Pears



Tomatoes



Celery



Potatoes

ORGANIC  
PRACTICES ARE...



...GOOD FOR  
PLANTS AND  
ANIMALS

The more variety of life in a habitat, the healthier it is. Organic farming promotes this variety. More plant species are found in and around organic farms, which provide habitat and food for migratory birds and pollinators.

ORGANIC  
PRACTICES ARE...



...GOOD FOR  
THE SOIL

Soil is alive. Organic practices, like rotating crops, build healthy soils and reduce erosion.

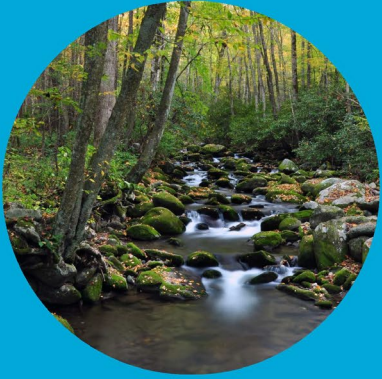
ORGANIC  
PRACTICES ARE...



...GOOD FOR  
THE AIR

Producing synthetic fertilizer emits a lot of greenhouse gases (equivalent to the emissions from 121 million cars each year). By not using them, organic farming improves air quality and mitigates climate change.

ORGANIC  
PRACTICES ARE...



...GOOD FOR  
WATER

Some synthetic pesticides applied in conventional farming and gardening wash into and pollute rivers and other waterways.

ORGANIC  
PRACTICES ARE...



...GOOD FOR  
YOU

Without a doubt, our well-being depends on the well-being of our environment. Through organic practices, the soil, water, air, plants and animals are healthier, which means we are healthier.