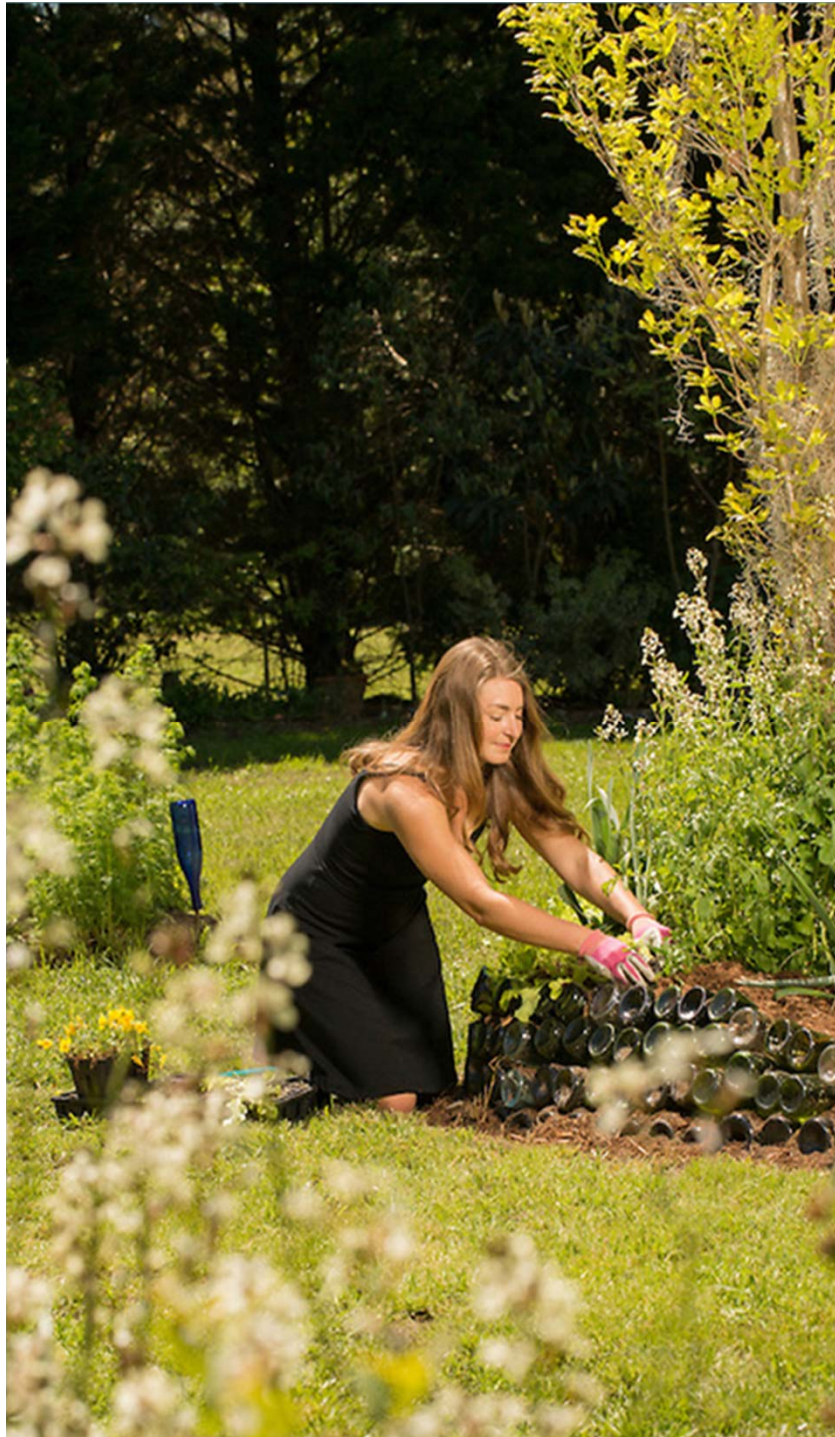




the
Foodscape
Revolution

*Finding a Better Way
to Make Space for
Food and Beauty
in Your Garden*

Brie Arthur



Brie Arthur

Green Industry
Consultant

Author of
*The Foodscape
Revolution*

Let's START a conversation



EVERYONE EATS!

A top-down view of a lush, dense field of various green plants, including leafy greens and herbs. A semi-transparent dark green rectangular overlay is centered over the image, containing white text. The text is arranged in three lines: the first line is 'Landscapes have the', the second line is 'opportunity to be', and the third line is 'MORE RELEVANT' in all caps.

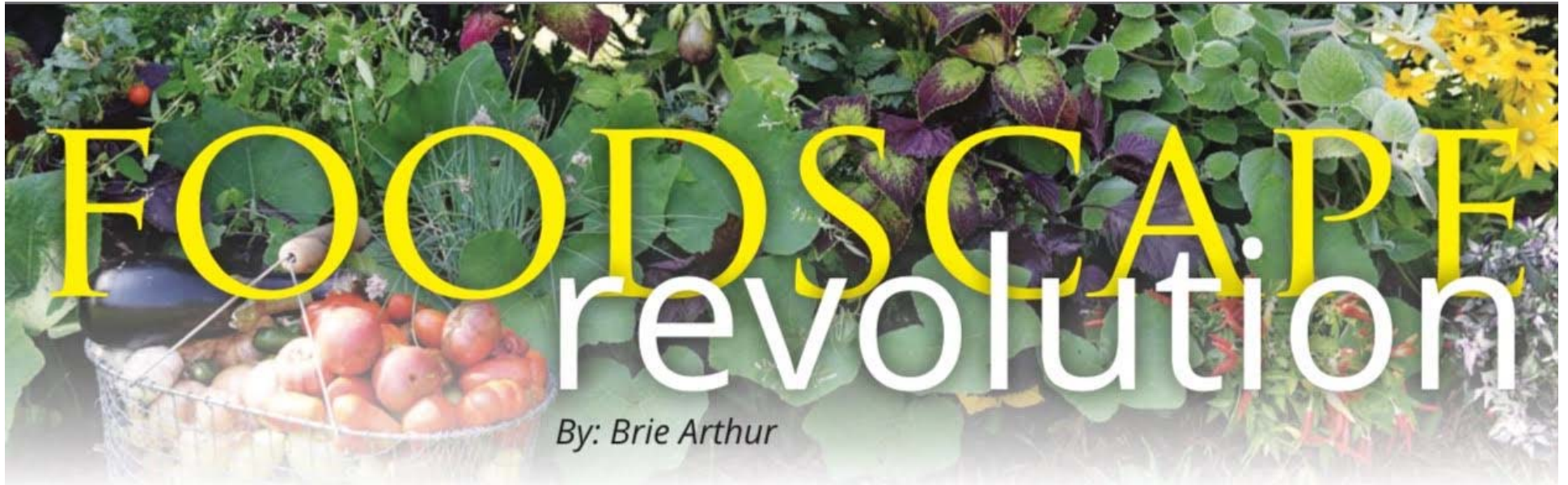
Landscapes have the
opportunity to be
MORE RELEVANT

Our skills necessary



Green Industry Professionals
can help feed the world!





Authentic experiences

Healthy lifestyle

Teach the science of horticulture

Sustainable land management

Empower communities

A photograph of a garden with various plants, including purple flowers and green foliage. The image is used as a background for the text.

Connect the Green Industry
to the local food movement
one landscape at a time

An aerial photograph of a suburban residential development. The image shows a grid of streets with houses, green lawns, and trees. A central white rectangular box with a halftone pattern contains the text. The text is in a dark teal color. The top part of the text is in a bold, sans-serif font, and the bottom part is in a regular, sans-serif font.

180 MILLION acres
Suburban Development





Nurture ecology
while feeding
ourselves from
beautiful spaces

What is a
Foodscape?



Integration of edibles in a traditional landscape



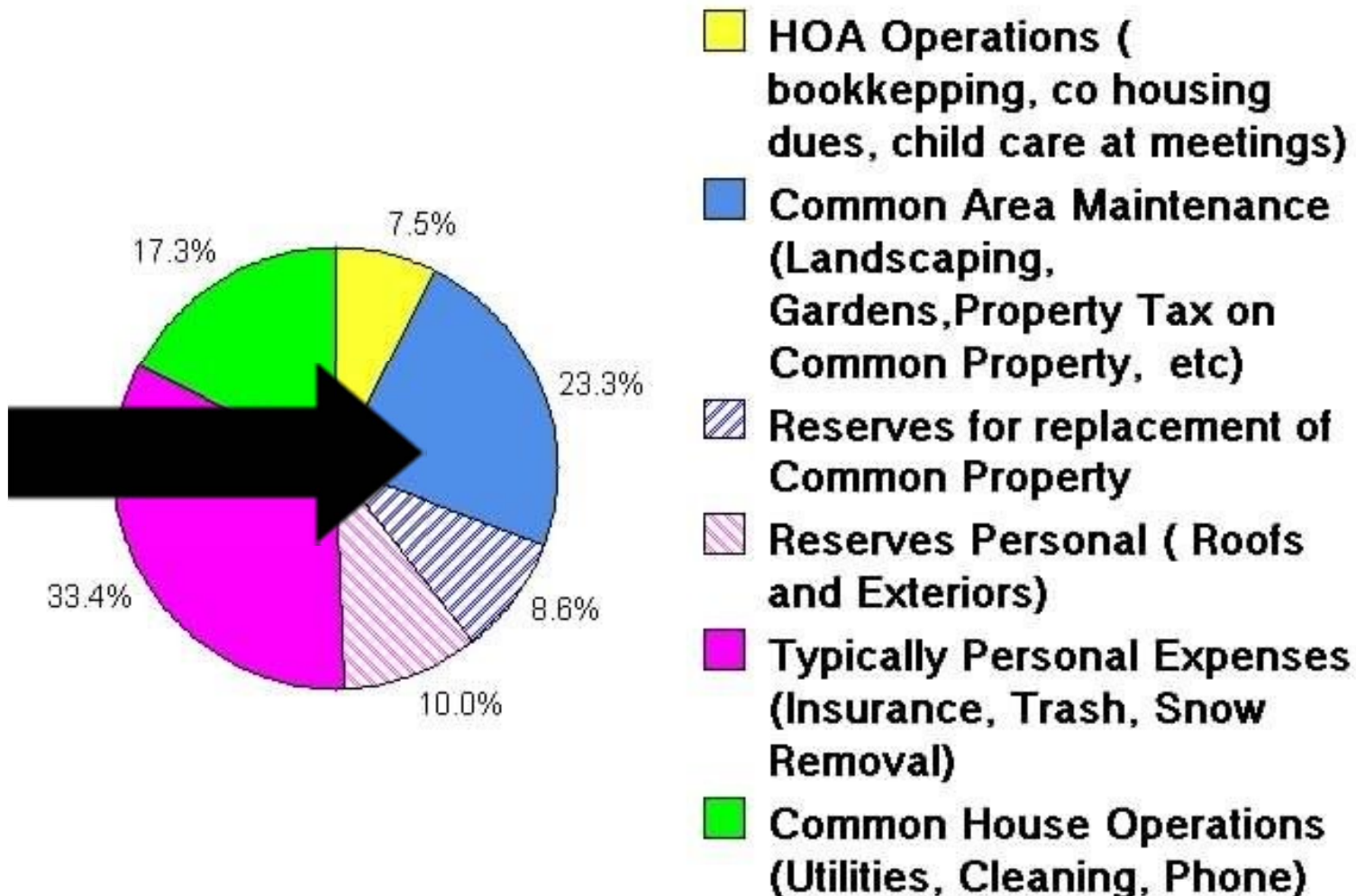


Rosalind Creasy

'The Edible
Landscape'

Work within HOA Guidelines

Where Your HOA Dues Go





Think outside the 'Box'



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Engage & Empower



A photograph of a field of golden wheat stalks with purple flowers in the background. The wheat stalks are in the foreground, and the purple flowers are in the background. The text is overlaid on a dark green semi-transparent box in the center of the image.

Reduce food miles
Eliminate food desserts



Raise the
bar for
common
landscapes

Want to make a difference in the world?



Just grow garlic!

As of 2012, China is the largest producer of garlic

- 59 million metric tons annually
- 66% world production
- 90% US
- 6,500 miles from Dallas





Ornamentals offer Biological Diversity

6 vegetables that are the same plant

Over hundreds of years farmers have been breeding one plant – called Brassica Oleracea – into dozens of different varieties. These six vegetables you can find in the grocery store are actually all the same plant.

BRUSSELS SPROUTS

Lateral leaf buds



BROCCOLI

Flower buds/stems



CABBAGE

Terminal leaf bud



CAULIFLOWER

Flower buds



KALE

Leaves



KOHLRABI

Stem



WILD MUSTARD PLANT *(Brassica Oleracea)*



Foodscaping Plant Palette

NATIVES

EDIBLES

BEST from all
categories!

ECOLOGICAL

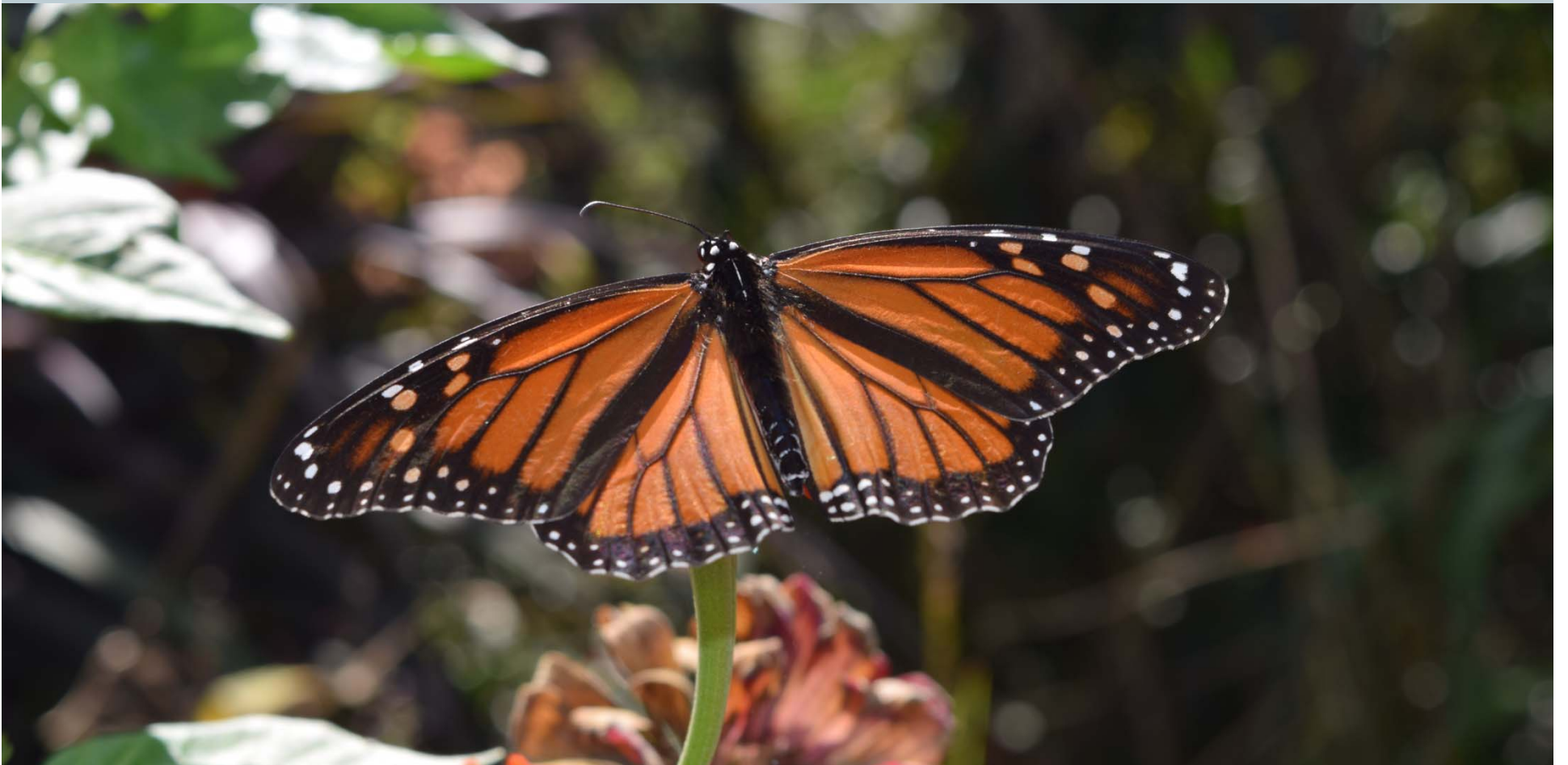
ORNAMENTALS



Why Foodscape?



Horticulture provides solutions





“Imagine the suburban landscape transformed into a source for affordable, sustainable, local food.”

2006



“Eat My Yard”

Neighborly labors

Passionate, expert gardener shows that one suburban yard can feed many

Brienne Gluvna invited me to “eat her yard” when I visited.

And I was tempted to munch her luxuriant multicolored leaf lettuces and beautiful broccoli. But I was more interested in learning about her vision for the turfgrass wastelands we call subdivisions.

Her goal is to prove that her garden can support her and four neighboring households.

THE
GRAPEVINE



4
families

$\frac{1}{4}$ acre

50%
produce

Growing plants leads to Health & Wellness



Brie Grows

Connecting green industry resources to public school gardens



What are the
challenges?



Mammal
browse



Harvesting and distribution of produce



Knowledge of maintenance contractors



Join the Revolution! Evolve functional horticulture




There is a growing demographic willing to pay **MORE** for new landscape services

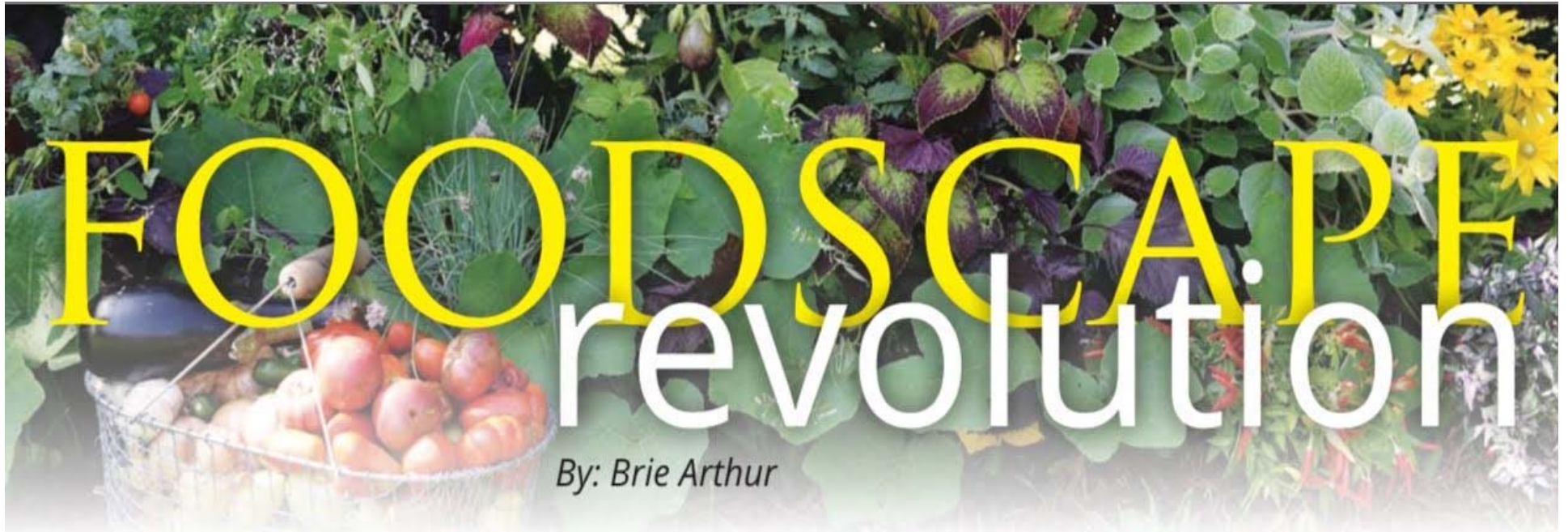
DREAM

BIG!





Imagine if every
landscape grew
SOME food



Thank you IPPS
Southern Region



BrieGrows.com



Brie Grows



BrieThePlantLady



BriePlantLady