



KASHI AND EVERGREEN ARE INVITING CANADIANS TO GET THEIR HANDS DIRTY THIS GARDENING SEASON AND #PLANTITFORWARD

MISSISSAUGA, ON, May 5, 2015 – Gardening season is almost here and that means it's time for everyone to get their hands dirty and reconnect with real food.

According to the Kashi *Plant it Forward* survey, less than half of all Canadians (46 per cent) have ever gotten their hands dirty to grow, care for or harvest fresh fruits or vegetables. Even more surprising, one third of Canadians will not visit a farmer's market or community garden this year¹.

That's why Kashi and Evergreen are encouraging Canadians to "Give. Get. Grow" and celebrate all the little farmers in each of us.

Even though we all might not be able to cultivate an orchard of apples or a field of fresh sweet corn, it is possible to enrich our food experience at home. Whether it is a backyard garden or potted plants on your condo balcony, there are opportunities for all of us to be little farmers or support those that get their hands dirty.

"We want to inspire the next generation of little farmers," explains Jenn Carkner, Senior Brand Manager, Kashi Canada. "That's why Kashi created the *Plant it Forward* initiative. Over the past two years, we've contributed over \$100,000 to Evergreen's Seeding Healthy Communities program to help build and support urban gardens across Canada so deserving communities can get closer to real food. We're also making it easy for Canadians to get involved by placing organic vegetable seeds on specially marked boxes of Kashi cereal and bars so that everyone can join in and grow something delicious this gardening season."

By the end of the year, it is the mission of the Kashi *Plant it Forward* initiative to have planted or seeded 13,000 edible plants, harvested 7,000 pounds of food and trained 1,750 Canadians in urban agriculture techniques. Over 10,000 people will be engaged with urban gardens and 100 volunteers, including 12 volunteer leaders, will have been enlisted.

"Kashi's latest online video, [When I Grow Up](#), highlights the need to reconnect Canadians to real food. The community gardens supported by the Kashi *Plant it Forward* initiative help overcome barriers and allow access to real food," says Ryan Johnston, Project Manager for Urban Agriculture, Evergreen. "The gardens create precious green space in urban areas, foster community ties and offer children and youth a space to connect and learn about good food habits from an early age."



Embrace the little farmer within.

Everyone can join the *Plant It Forward* mission by picking up a box of specially marked Kashi cereal or bars in their local grocery store. With each purchase, Kashi will donate to the *Plant it Forward* initiative, up to a maximum of \$50,000. In addition, consumers will also receive a free packet of organic seeds such as carrots, spinach, beets, kale and tomatoes, so they too can grow a little farm of their own at home.

Kashi is calling on Canadians to celebrate the little farmer within by sharing a picture of them getting their hands dirty planting fresh food using the #PlantItForward hashtag on Twitter or on the Kashi Canada Facebook page. By joining the conversation, Canadian green thumbs will be inspired with easy to follow tips and videos to help grow and care for their own fresh food. They'll even learn how to transform a Kashi cereal box into a planter!

To learn more about the *Plant It Forward* initiative and Kashi's latest product offerings, please visit Kashi.ca.

ABOUT KASHI CANADA

Founded in 1984, Kashi is on a mission to help people achieve vibrant health through positive eating. As a natural lifestyle pioneer, Kashi is passionate about and committed to improving the health of people and our planet. By providing progressive nutrition in great tasting foods, Kashi inspires and empowers people to achieve optimal health and wellness, helping them progress on their healthy lifestyle journey. Kashi encourages people to live their best lives through its interactive online community at Kashi.ca. To learn more about 30 years of Kashi's mission, sustainability efforts, values and roots, check out [What We Believe](#) on Kashi.ca. And, join the Kashi community online at www.kashi.ca or on Twitter or Facebook at @Kashi_CA or www.facebook.com/canadakashi.

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ABOUT EVERGREEN

Evergreen is a national not-for-profit organization that inspires action to green cities. Since 1991 they have been engaging Canadians in creating and sustaining dynamic outdoor spaces—in schools, communities and homes. Evergreen's work is driven by the belief in the power of people to enact positive change and restore the natural health of their communities. Focusing on four program areas—Greenspace, Children, Food and CityWorks—they build partnerships with diverse groups and engage key influencers and the public to inspire local action and create sustainable cities. Learn more at Evergreen.ca.