



The  
Stalk  
Exchange

## VISION

For ALL neighborhoods to have access to healthy, nutritious foods, and to work together to create safe, connected and thriving neighborhoods.



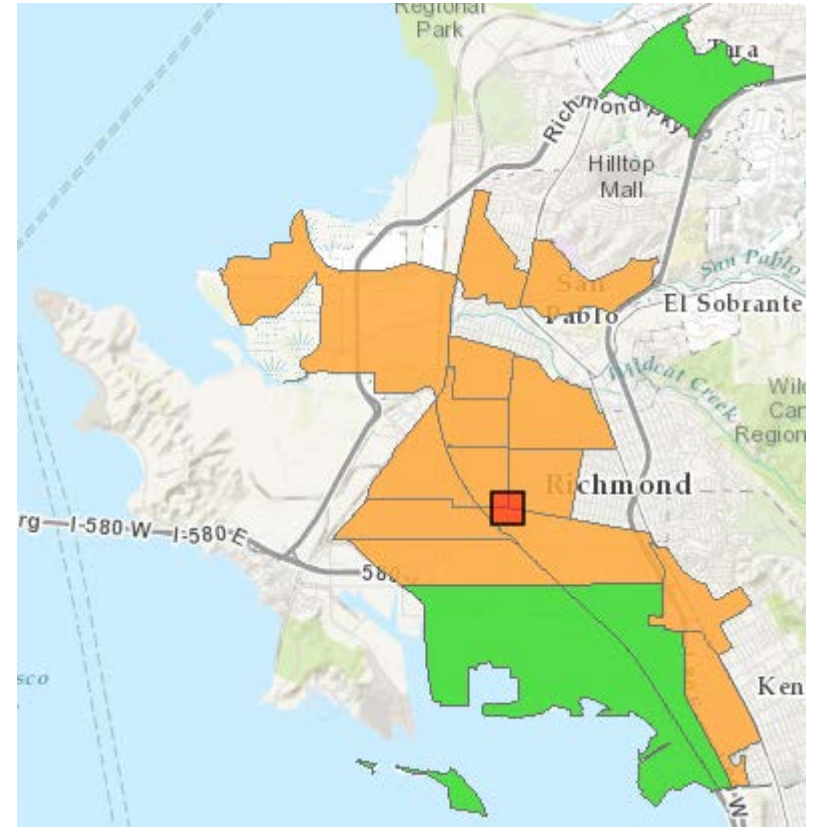
## PROBLEM

Many neighborhoods like Richmond are considered **food deserts**.

Green areas = low income residents without personal transportation, living 1 mile from nearest supermarket

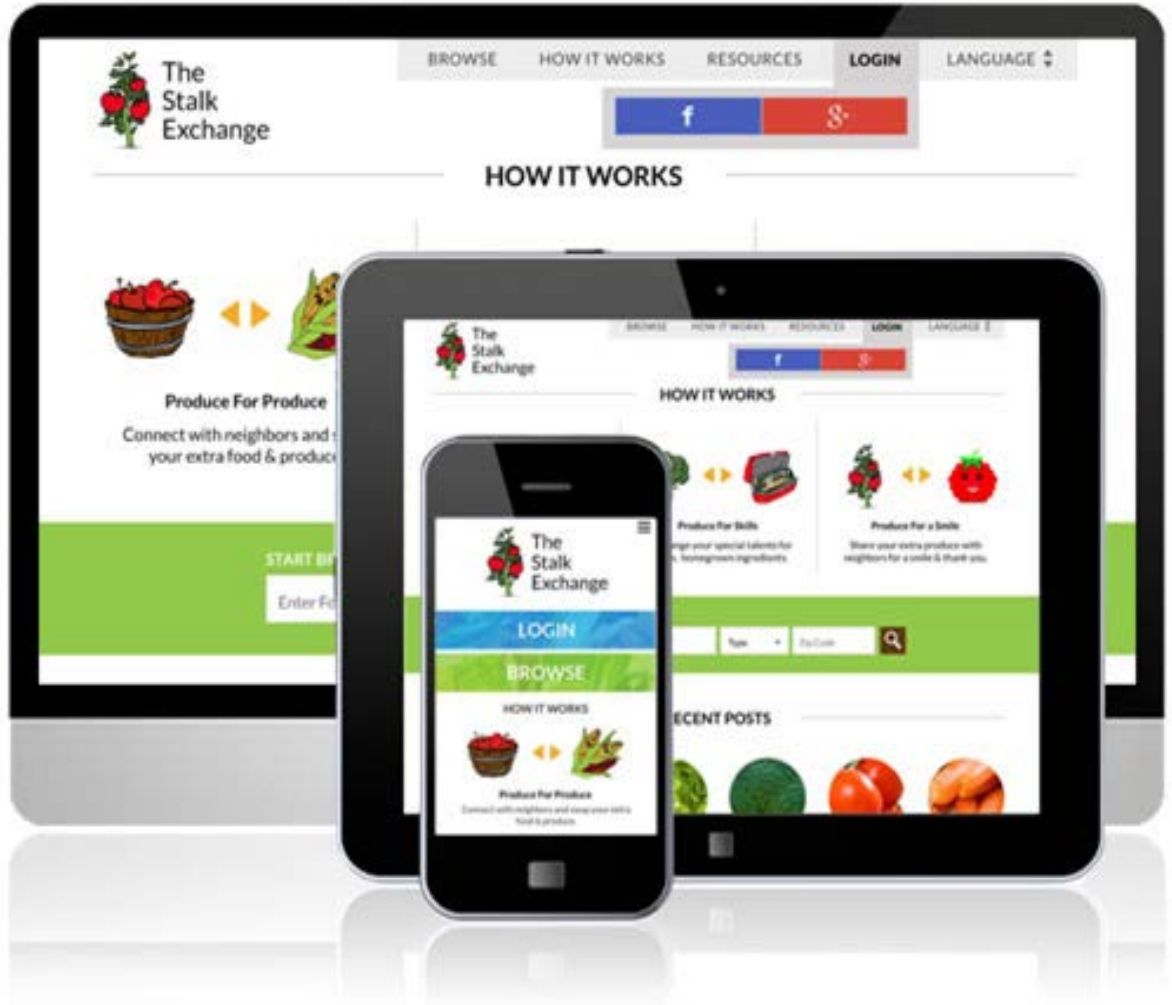
Orange areas = low income residents without personal transportation, living 1/2 mile from nearest supermarket

source: <http://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>



# SOLUTION

- HTML 5 Web App
- Scalable to Any City



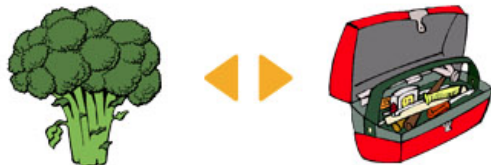


## HOW IT WORKS



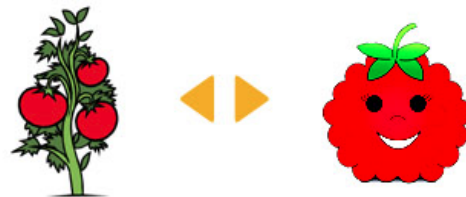
### Produce For Produce

Connect with neighbors and swap your extra food & produce.



### Produce For Skills

Exchange your special talents for fresh, homegrown ingredients.



### Produce For a Smile

Share your extra produce with neighbors for a smile & thank you.

START BROWSING

Type



Zip Code



## BROWSE

Type



Search Results For: 94804



USERNAME

Garden

Item Name, Item Name,  
Item Name, Item Name...



USERNAME

Wishlist

Item Name, Item Name,  
Item Name, Item Name...



USERNAME

Garden

Item Name, Item Name,  
Item Name, Item Name...



USERNAME

Wishlist

Item Name, Item Name,  
Item Name, Item Name...



USERNAME

Garden

Item Name, Item Name,  
Item Name, Item Name...



USERNAME

Garden

Item Name, Item Name,  
Item Name, Item Name...





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## USERNAME

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### About Me

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### Zip Code

[+ SEND ME A MESSAGE](#)

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## What's In My Garden



### RED DELICIOUS APPLES

A lot | Organic | Medium

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## My Wishlist

### CHILI PEPPERS

A lot | Organic | Medium

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### RASPBERRIES

A little | Non-Organic | Small



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## CONVERSATION

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Username | Oct 18, 2015, 4:57 a.m.

Subject Loren Ipsum Dolor Sit Amet

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[BACK TO MESSAGES](#)[DELETE](#)

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### REPLY

[REPLY](#)

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STAY CONNECTED



## RESOURCES

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#### Tips

##### General Gardening

##### Drought

#### Planting Guides

##### Fruits

##### Vegetables

#### Recipes

#### Nutrition

##### Diet

##### Kids

#### Introduction

[VIEW](#)[CHANGES](#)[ATTACHMENTS](#)

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#### Tips

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#### Contra Costa Drought Tips

Wondering about the drought? We are now in an unprecedented fourth year of severe drought, with mandatory statewide water use cutbacks of 25%. Even with possible El Niño rains during the winter of 2015-16, it's likely that drought conditions will persist for years to come, and could even become the "new normal".

<http://ccmg.ucanr.edu/ContraCostaDroughtTips/>

#### GENERAL GARDENING

##### Should I plant a pomegranate tree in Richmond?

I've had a lot of conversation with neighbors about whether pomegranates will grow well in Richmond. According to UC Davis' Fruit & Nut Research & Information:

In California, the most satisfactory areas for growing pomegranates are in interior valleys where hot dry



## HOW DOES THIS MAKE A COMMUNITY BETTER?

reduces food waste  
increases access to  
healthy, nutritious foods

- neighbors get to know one another &
- help each other out



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**TheStalkExchange.org**