Diggin' Shoreline
Environmental Mini-Grant #8284

Project Title
Presentation of the movie documentary, ***Open Sesame, The Story of Seeds***, including exhibits.

Deliverables

A. ***Open Sesame: The Story of Seeds*** documentary held Friday, Nov. 6, 2015.

Recap of Event

On Friday, November 6, 2015, Diggin' Shoreline presented the award–winning documentary film, ***Open Sesame, the Story of Seeds***. This timely and emotionally moving documentary illuminates one of the world's most precious resources and what we can do to protect them. Seeds provide the basis for everything from fabric, to food to fuels. Seeds are as essential to life as the air we breathe or water we drink…but given far less attention. According to the FAO (Food and Agriculture Organization of the UN), approximately 90 percent of the fruit and vegetable varieties that existed 100 years ago no longer exist today. Heritage grain is near extinction. Seeds that were lovingly nurtured over decades or even hundreds of years have been lost forever. Maintaining seed biodiversity allows us to breed new varieties that are resistant to pests or thrive in temperature extremes. This is essential in a changing climate.

The event was held at Shoreline City Hall from 6:00 to 8:30 PM. Attendees were greeted by Diggin' Shoreline volunteers and were encouraged to engage with the exhibitors set up in the lobby of City Hall.

Of course, a movie event must include popcorn! Guests enjoyed the free freshly popped organic popcorn, chocolate and apple cider, and especially the free garden seeds. A tableful of healthy snacks for volunteers was also provided.

Diggin' also extended invitations to more than a dozen organizations. Those who were able to send representatives included:

- **Master Gardeners of King County**, represented by our local cluster of Master Gardeners who volunteer in Shoreline and Lake Forest Park.
- **Seattle Tilth**, a nonprofit organic gardening and urban ecology organization with classes, learning gardens and farms, children's programs and community events.

Of the exhibitors invited to participate in person, three were able to send materials in lieu of staff. They included:

- **The Non-GMO Project**, a non-profit organization committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices.
- **Irish Eyes**, a family-owned organic (non-GMO) seed company located in Ellensburg, WA, who offer a large selection of potato, onion, garlic, shallot, vegetable, herb and flower seeds that are specialized to grow in short season climates. Irish Eyes sent 1,100 packets of organic seeds and informational seed catalogs.
- **Ed Hume Seeds**, a locally-owned seed company, dedicated to providing high quality, open-pollinated, organic, and hybrid seeds that are untreated and not genetically engineered.

Diggin' Shoreline also created 4 interactive exhibits, and a children's activity, and staffed the Irish Eyes seed give-away:

- Barbara Guthrie of **WOWTA** (Where Our Wild Things Are, now under the Diggin' umbrella) staffed a table demonstrating the importance of leaving seed stalks in place the garden as food for non-migrating birds and other wildlife to dine on during winter months.
- Meghan Peterka's exhibit, *"How Do We Know the Difference"* emphasized that it is impossible to distinguish a GMO seed from a non-GMO one, or an open-pollinated

seed from a hybrid, thus learning about the types of seed when you make seed choices is important. This was an excellent opportunity to engage folks in conversation about GMOs and their threat to seed diversity so crucial to sustaining food supplies worldwide.

- At another table, we demonstrated how easy it is to dry, save, label and store seed from your own garden. Folks were encouraged to created and label their own packet of carrot seeds to take home.
- An interactive Seed Guessing Game for adults and children encouraged folks to help identify the similarities in seeds that belong to the same seed families. 72 different seed types were represented. Miniature lighted microscopes were used to look at seeds up close.
- The children's activity involved creating small mandalas from colorful dried seeds, and learning to identify the seeds from their sizes and shapes.

The Irish Eyes seed give-away table was very popular. Due to the firm's generosity, there were enough seeds for everyone present to take 10 packets, with many seeds left over to be distributed at Earth Day events.

The posters created for the Diggin' exhibits and seed game will be reused at other environmental events such as Earth Day and SolarFest, and will be added to our growing lending library of resources for local schools / organizations.

The movie DVD purchased includes usage rights and several short break-out sessions that will afford Diggin' many opportunities to use the movie at future meetings and educational events for both adults and children.

The movie and simple interactive displays were well-received.

B. Electronic Report of Movie Presentation

Number of Attendees and Other Collected Data

The audience was estimated at 50-60. While attendance was down from the 2 previous years, we welcomed many folks who had never attended a Diggin' event. The subject of the movie attracted several younger singles and families with young children. We acquire many new contacts and conversed with several folks interested in volunteering for our organization.

Media Produced for the Event by Diggin' Shoreline

- Press release and accompanying poster for emailing and publication
- Publicity Posters (8-1/2"x11") with ¼ sheet tear-away flyers *(see above graphic)*
- Two new educational posters, laminated for re-use at future events and engagements (24"x36")

- Diggin' Shoreline handout, ***Seed Saving & Storage*** *(attached)*
- Diggin' Shoreline handout, ***Rethink the Fall Clean-Up*** *(attached)*
- Diggin' Shoreline handout, ***Know Your Seeds*** *(attached)*
- Seed Matters handout on ***How to Save Tomato Seed*** *(attached)*
- Seed Matters ***Seed Saving Chart*** *(attached)*
- ***Seed Game Clues*** sign
- ***How to Fold a Seed Storage Paper*** illustration
- Diggin' implemented again the same comprehensive strategy for publicizing this event, that included emails to Diggin's mailing list of 536 contacts, postings on Diggin's website and Facebook pages, posters with tear-away sheets posted on local community message boards, including local Starbucks and several other local businesses, the Shoreline Senior Center, King County Libraries, community gardens, two postings on the Shoreline Area News blog and emails to key partner organizations. Publicity was also posted on the City's calendar and an article appeared in *Currents*.

Digital Photos of the Event *(Photos courtesy of Zeth Peterka)*

Exhibitors

Brian Peterka pops organic popcorn in preparation for the event

King County Master Gardener Judy Griesel (and Diggin' GP&D chair) staffs Master Gardener table

Jan Stewart greets some of first arrivals.

How Do We Know the Difference? Seed Exhibit

How Do We Know the Difference? Seed Exhibit

Movie goers read about seed storage

Board Treasurer Grant Harken takes a quick dinner break at the buffet provided for volunteers.

Early arrivers engage in conversations with exhibitors.

WOWTA volunteer Barbara Guthrie and volunteer Becki Kouka-Liebe discuss the importance of seed saving for wildlife at the WOWTA table.

Diggin' Co-Chair, John Ruby and youth volunteer Mario Galvao-Wilsen pause to pose while organizing the seeds for the Seed Game table

Youth Board member, Phoebe Schorer, helps kids make seed mandalas.

Sign-In table

The guests begin to take their seats.

Board Co-Chair, Scott Schorer, introduces the topic of Seeds prior to the movie.

Board Co-Chair, Scott Schorer, talks about the organization and the topic of seeds as the guests filter in.

John helps a guest guess the seeds.

Diggin's Seed Mandala

Recommendations for Improvements for Future Projects

Among the lessons learned from this year's events:

- Attendance was lower but there were many new faces and younger families with children. Traffic and weather may have had an effect on lower turnout.
- Despite extraordinary effort, attracting exhibitors proved challenging. Most of those we approached were out of the immediate area and unable to provide a Friday evening speaker. This forced us to supplement with additional displays provided by Diggin' and WOWTA, which caused us to go slightly over budget on display materials and copy expenses.
- We aim to select our movie for Fall 2016 by February, so that we can take full advantage of the movie's educational break-out sessions, incorporating them into some of our classes, and building to the movie as a finale of our year.
- We have discussed the possibility of changing the event to a Saturday night or creating a daytime "open-house-style event that would attract people over a 4-hour period on a Saturday.

Total Cost of Event *(See attached EXHIBIT B – INVOICES)*

EXPENSE	VENDOR	BUDGETED	ACTUAL	
MOVIE SCREENING AGREEMENT		$249.00 + shipping		
Open-Pollinated Products, LLC			**$254.75**	
POSTER PRINTING / LAMINATING / COPYING		$200.00		
Posters / Laminating / Copies	**OfficeMax**		**$127.11**	
B/W & Color Copies	**Grant Harken**		**$76.80**	
Posters / Laminating / Copies	**Office Max**		**$24.64**	
PUBLIC SPEAKER FEE		$200.00 - $300.00		
Due to unavailability of speakers for the event, organizations provided printed materials and seed donations.				
Donation to be eligible for educational materials	**Non-GMO Project**		**$31.00**	
700 pkts free asst'd seeds	**Ed Hume Seeds**		**Donated**	
Shipping charge for free seeds	**Ed Hume Seeds**		**$10.00**	
1,100 pkts free asst'd seeds	**Irish Eyes**		**Donated**	
REUSEABLE EDUCATIONAL DISPLAY SUPPLIES		$100.00 - $200.00		
Poster	**POP Chart Lab**		**$44.95**	*
Poster Frame	**Aaron Bros.**		**$18.06**	
Seed Storage Containers	**Amazon**		**$93.46**	*
Wood Plaques / Chalk Paint	**Jo-Ann Fabrics**		**$38.19**	
Seeds for GMO Ed	**Irish Eyes Garden Seeds**		**$16.82**	
Display Bowls	**Goodwill**		**$4.34**	
POPCORN MACHINE RENTAL		$85.00		
Popcorn Machine Rental / Bags	**Aurora Rents**		**$80.25**	
REFRESHMENTS / BEVERAGES / VOLUNTEER SNACKS		$115.00		
Apple Juice / Cups	**Central Market**		**$84.56**	
Popcorn Supplies, Napkins, Chocolate	**PCC**		**$79.50**	
** ITEMS THAT MAY BE SUBJECT TO A SALES TAX*		**TOTAL**	**$984.43**	

Project Match Data

(See EXHIBIT C – VOLUNTEER PARTICIPATION LOG following)

Other Attachments

- Diggin' Shoreline handout, ***Seed Saving & Storage*** *(attached)*
- Diggin' Shoreline handout, ***Rethink the Fall Clean-Up*** *(attached)*
- Diggin' Shoreline handout, ***Know Your Seeds*** *(attached)*
- Seed Matters handout on ***How to SaveTomato Seed*** *(attached)*
- Seed Matters ***Seed Saving Chart*** *(attached)*

EXHIBIT C
VOLUNTEER PARTICIPATION LOG

Surface Water & Environmental Services
City of Shoreline
17500 Midvale Avenue North
Shoreline, WA 98133-4905

Environmental Mini-Grant Program

Organization / Business: Diggin' Shoreline (a 501©3 organization)
Project Coordinators' Name: Londa Jacques / Meghan Peterka
Telephone Number: 206-437-9118 / 206-440-5730
Mini-Grant Project: Environmental Mini-Grant #8284
Movie Presentation of *Open Sesame*

PLEASE LIST THE VOLUNTEERS WHO HAVE WORKED ON THIS PROJECT TO DATE:

Volunteer Name	Work Performed	Hours Worked	Date of Work
Meghan Peterka	Write mini-grant idea letter	0.5	4/27
Londa Jacques	Write Mini-Grant Application	2.0	5/20-6/20
Londa Jacques	Add Save-the Date to calendar handouts	0.5	7/25
Meghan Peterka	Attend Planning meetings	4.0	5/20, 6/18, 7/16, 9/17, 10/15
John Ruby	Attend Planning meetings	4.0	5/20, 6/18, 7/16, 9/17, 10/15
Hanna Madrone	Attend Planning meetings / Seek Exhibitors	4.0	5/20, 6/18
Judy Griesel	Attend Planning	4.0	5/20, 6/18, 7/16, 9/17, 10/15
Londa Jacques	Attend Planning meetings	4.0	5/20, 6/18, 7/16, 9/17, 10/15
Scott Schorer	Attend Planning meetings	2.0	7/16, 9/18
John Ruby	Acquire movie	1.0	7/8
Londa Jacques	Display research	3.0	9/15-10/3
Londa Jacques	Publicity poster design, layout	2.0	8/28-8/29
Londa Jacques	Copy & assemble poster displays for hanging in public places	3.0	8/30-9/7
John Ruby	Distribute posters	3.0	9/8-10/9
Scott Schorer	Distribute posters	4.0	9/8-10/9
Judy Griesel	Distribute posters	3.0	9/8-10/9
Meghan Peterka	Distribute posters	1.5	9/8-10/9
Londa Jacques	Send press release to SAN & other groups	1.0	10/13, 11/4
Londa Jacques	Email poster & press release to mailing list	2.0	10/13 & 11/

Krista Tenney	Post event on Facebook	.25	10/13
Londa Jacques	Purchase display supplie/poster for Seed Game	2.0	10/13 - 11/5
Judy Griesel	Phone calls, emails to procure exhibitors	2.0	7/15 - 11/1
Meghan Peterka	Phone calls, emails to procure exhibitors	2.0	7/15 - 11/1
Meghan Peterka	Research and create GMO display	4.0	10/1 -10/31
Londa Jacques	Poster & handout research, layout; production	8.0	10/1 – 11/4
Londa Jacques	Site Layout & Staging map	2.0	11/1
Fran Perry	Sort 1,800 seed packets into varieties	6.0	11/4
Londa Jacques	Sort & alphabetize packets	3.0	11/5
Meghan Peterka	Purchase refreshment supplies	2.0	11/5
John Ruby	Rent popcorn machine & bags	1.0	11/6
Brian Peterka	Prepare refreshments	2.0	11/6
Zeth Peterka	Prepare refreshments	1.0	11/6
Zeth Peterka	Event photography	3.0	11/6
Tom Jacques	Transportation & Set-Up (3:30 – 6:30 pm)	3.0	11/6
Scott Schorer	Volunteer food prep	2.0	11/6
Meghan Peterka	Day of event set-up / host / break-down	4.5	11/6
Londa Jacques	Day of event set-up / host / break-down	5.5	11/6
Judy Griesel	Day of event set-up / host / break-down	4.0	11/6
Grant Harken	Day of event set-up / host / break-down	4.0	11/6
John Ruby	Day of event set-up / host / break-down	4.0	11/6
Becki Koukal-Liebe	Day of event set-up / host / break-down	4.0	11/6
Jessie Cripe	Door Greeter	1.5	11/6
Robin McClelland	DS Exhibit helper	1.5	11/6
Ruth Huntengren	DS Exhibit helper	1.5	11/6
Phoebe Schorer	Day of event set-up / host / break-down	4.0	11/6
Scott Schorer	Day of event set-up / host / emcee/ break-down	4.0	11/6
Jan Stewart	Day of event set-up / host / break-down	2.0	11/6
Suzan Gallup	Day of event set-up / host / break-down	3.0	11/6
Barbara Guthrie	Day of event set-up / host / break-down	3.0	11/6
Brian Peterka	Day of event set-up / host / break-down	4.0	11/6
John Ruby	Return popcorn machine	0.5	11/7
Londa Jacques	Write mini-grant draft report	4.0	12/2
Meghan Peterka	Review / edit mini-grant draft report	1.0	12/5
Londa Jacques	Finalize / submit mini-grant report & receipts	8.0	12/6
	TOTAL VOLUNTEER HOURS	**156.25**	