



CAN YOU IMAGINE PICKING APPLES, PEARS, AND CHERRIES FOR FREE, RIGHT ON YOUR BLOCK? WHAT IF YOU COULD GATHER DELICIOUS HAZELNUTS IN YOUR FRONT YARD? WHAT IF YOUR NEIGHBORS SHARED A COLORFUL ORCHARD OF FRUIT AND NUT TREES, PROVIDING FREE AND SUSTAINABLE SOURCES OF FOOD YEAR AFTER YEAR?

Introduction

Announcing the 5th Annual Fruity Nutty 5 contest! This spring, Victory Garden Initiative will award five neighborhoods up to 30 fruit and nut producing plants to start five new community orchards in Milwaukee. In addition, the winning groups will receive an individualized class on tree pruning and tree care. **Tell us why your neighborhood should be home to a brand new orchard, and your community could win!**

Winners will be announced at our fundraising gala, the **Fruity Nutty Affair**, in February 2017 (exact date TBD). That night, we will raise the money to plant all five orchards! Each applicant will receive two free tickets to send representatives, but we invite all entrants to attend and show support for the contest.

Requirements

1. To enter:
 - a. *Become a Fruit Nutty Neighborhood*: You must get **at least 10** of your neighbors to commit to either planting a tree in their yard or helping maintain the trees on common land (such as a vacant lot*). All participating neighbors must live or work within 4 contiguous (touching) blocks. This is a great way to get to know your neighbors!

OR

 - b. *Work with a community group or school*: Team up with any not-for-profit organization or school in the Greater Milwaukee area to apply for an orchard with their support. Ten organization members must commit to maintaining the trees. Groups should have been formed for at least 1 year before applying.

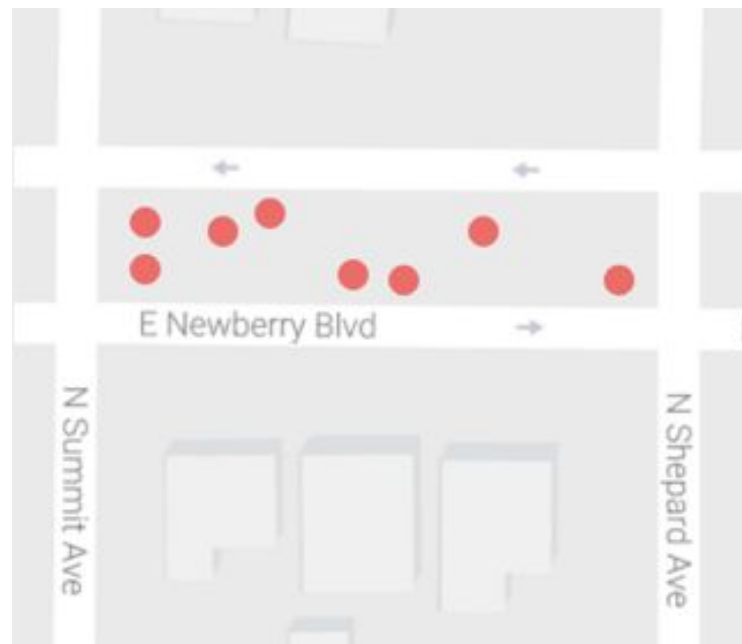
2. **Submit a brief written, videotaped, or other creative “essay”** (such as a photo

essay) not to exceed 2 pages or three and a half minutes. In your essay, please address the following:

- Why does your neighborhood want to be part of the Fruity Nutty 5? Tell us your story!
- How will fruit and nut trees impact your neighborhood's sense of community? Its food consumption?
- What sets your neighborhood apart? Be creative!

3. In addition to your creative submission as described above, **please submit a document that answers the following questions**. Limit your responses to 250 words per question:

- How will food from the trees be shared, if at all?
- Will trees be planted in private yards, public spaces, or both?
- Will any portion of the trees be open to the public to pick?
- Is there enough sun in this area for the trees to grow properly?
- Please include a map of (approximately) where you will plant the trees, for example:



- How will you ensure that your trees are properly cared for and maintained? Please see the **Additional Resources Packet** for tree maintenance requirements. *After*



FRUITY NUTTY 5 - APPLICATION & INSTRUCTIONS

- reviewing the fruit and nut tree needs, please create a specific and succinct maintenance plan for your orchard, including **who will complete essential tasks and how they will complete them**. Important things to consider include water availability, fertilizing the trees when necessary, mulching and pruning.*
- How will you educate neighbors about the purpose of your neighborhood's orchard?
 - How will you keep track of your progress and keep in contact with Victory Garden Initiative and the broader neighborhood?
5. **Select three (3) preferred times and dates** for your neighborhood/organization to commit to taking our class on tree care, **The Right Cuts: Tree Care & Pruning**, between March 1 – April 15. This class will take place at a location you choose, and will be tailored to the needs of your orchard and group. We will do our best to set up your class on one of your preferred dates, but may need to be flexible about when the class is held. **Indicate where the class will be held** (neighbor's house, organization's meeting room, etc.) – we will need access to some trees for a pruning demonstration (doesn't need to be fruit trees) and electricity for a PowerPoint presentation.
6. Provide your application by Wednesday, **February 1st, 2017** at 5 pm. Submit your materials to:

Victory Garden Initiative
c/o Kelly Moore Brands
1845 N. Farwell Ave. Ste. 100
Milwaukee, WI 53202

OR

Email your application to:

Kelly@VictoryGardenInitiative.Org

Award Details

1. **The Winnings** :: Up to 30 fruit and nut producing plants or trees¹. See the Additional Resources packet for details on trees, planting and maintenance (available for download at victorygardeninitiative.org/fruitynutty). For private property owners, up to two trees may be awarded per site within the contiguous 4-block radius.
2. **The Results** :: Winning neighborhoods will be required to provide the Victory Garden Initiative Fruity Nutty Committee with periodic updates on the state of the

¹ We will do our best to meet your community's wants and needs for trees, however, we cannot guarantee that your exact request will be fulfilled.



orchards through: photographs, in-person meetings, and written updates.

3. **The Community Engagement** :: Each site where trees are planted will receive a “Pick Your Future” sign to promote interest in the orchards from the community!
4. **The Learning** :: Free admission to the following relevant class: **The Right Cuts: Tree Care & Pruning** (date, time and location TBD by your group and VGI). All other Move Grass Classes are optional and strongly encouraged.

Please note that VGI offers lots of other classes, too! We encourage you to look at all of our classes on our website: VictoryGardenInitiative.org/Classes

Criteria

Each entry will be thoroughly reviewed by our Committee. Entries will be judged on their participation rate, creativity and persuasiveness.

Community: Neighborhoods that rally more community involvement will be more likely to win. Remember, this is about building community AND growing food! While neighborhoods are not required to make use of public space (vacant lots, schoolyards, etc.), we strongly encourage making some portion of your trees available to the public (even if they are just in front yards).

With your creative submission, we want to “meet” some of the people from your neighborhood and hear your stories. Be as creative as possible, and help us understand why you want to start a neighborhood orchard in your community.

Have a Plan: We’re looking for projects and neighborhoods that demonstrate an ability to maintain the trees and plants we donate. Show us that you have a plan for keeping up with your trees and making good use of the food they will produce!

Classes: You will be required to take a class - **The Right Cuts: Tree Care & Pruning**. We think you’ll find this class very helpful, and encourage you to sign up for more Move Grass Classes!



Things to Know Before Applying

***If you do not have access to land** but have a passion for creating an orchard in your neighborhood or community, please contact Groundwork Milwaukee for assistance (414-763-9947 or antoine@groundworkmke.org). These logistics must be worked out with Groundwork and the City of Milwaukee before completing this application.

You must **call Digger's Hotline** (1-800-242-8511) and give them at least 1 week notice before planting happens on April 22nd, 2017.

Remember, it is **the responsibility of your community** to harvest fruit, prune the trees, pick up fallen fruit, and generally keep your orchard looking beautiful and productive. Please do not expect Victory Garden Initiative, the Department of Public Works, or any other agency to do this work for you.

Groups applying should have been formed for **at least 1 year** before applying.

Your orchard should have **easy access to water**. If you are planting on vacant lots, where will you get water from? Do you need access to a fire hydrant? If so, you will need to contact Groundwork Milwaukee (see contact info above) to get a hydrant permit. **The trees will need to be watered 1-2 gallons per day per tree for the first two weeks**, then every day for the next two months. Who will be in charge of watering?

You will be required to **gather volunteers for the planting day** (April 22nd, 2017). Invite your local police officers, teachers, Boy and Girl Scout troops, firefighters, garden clubs, student groups, alderperson, representatives, neighbors, coworkers, etc. Get the whole community involved!

Read through the Additional Resources Packet before applying. This will help you understand all the aspects of proper tree care, and help you decide the best course of action for applying!

LET'S BUILD COMMUNITIES THAT GROW THEIR OWN FOOD TO CREATE A COMMUNITY-BASED, SOCIALLY JUST, ECOLOGICALLY SUSTAINABLE, NUTRITIOUS FOOD SYSTEM FOR ALL.



Entry Form

Please fill in all fields below and complete the Commitment Forms. Include these forms with your creative submission and other documents.

Primary Neighborhood Contact Info

Neighborhood/Organization Name:

Name of Primary Contact:

Telephone number: _____ - _____ - _____ Email address:

Address:

Signature: _____

Date: _____



Tree Selection Form

See **Additional Resources Packet** for more detailed information on trees

Tree Type	Total Number Requested
Cortland Apple (maximum = 2)	
Honeycrisp Apple (max = 2)	
Jonathan Apple (max = 2)	
Bartlett Pear (max = 3)	
Summercrisp Pear (max = 3)	
Toka Plum (max = 2)	
North Star Cherry (max = 3)	
American Hazelnut (max = 2)	
Sungold Apricot (max = 2)	
Moongold Apricot (max = 2)	
Reliance Peach (max = 2)	
Serviceberry (max = 1)	
Blueberry (max = 1)	
Raspberry (max = 1)	
Thimbleberry (max = 1)	
TOTAL (not to exceed 30)	



Commitment Form: By signing the commitment form, you also agree to allow Victory Garden Initiative and their partners to take and distribute photographs of you and your property on their Facebook page, website, promotional materials, grant reports, etc.

Name: _____
Telephone: _____
Email: _____
Address: _____
Number and type of trees (1 or 2): _____
Signature: _____
Signature of Landlord (if applicable): _____

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Other Details

Should you win, we will need to know the following information:

Exact address where **trees** should be dropped off the morning of planting (include any special directions, i.e. near large oak tree to the north of playground):

Exact address where **bags of compost** should be dropped (approx. eight 25 lb. bags per orchard). Include any special directions:

Exact address where **mulch/wood chips** should be dropped. The City of Milwaukee will come at some point within a week of planting to drop off wood chips. Their trucks are large and will drop no less than a full load (10 yards – it's a lot!) of chips, so you will need a large open space for the chips. Please provide a map if necessary and be prepared to set a cone or sign out for the delivery truck. Create a plan for what you will do with the extra mulch – because there will be some left over!