



GO GARDENS!

**LOW-COST MOBILE GARDENS BRINGING FRESH
FOOD TO LOCAL COMMUNITIES THAT LACK ACCESS**

Go Gardens! is a social enterprise solution that empowers and equips local communities to feed and nourish themselves with fresh, healthy, and affordable produce through portable shopping cart gardens, giving people greater control over their own food production.

FOOD INSECURITY IS A GROWING CRISIS!



Food insecurity is when people can't access the food they need to live their fullest lives.

GLOBALLY

2.4 billion

People face food insecurity worldwide. About 673 million people also faced hunger worldwide in 2024.

Source: UN (2023) & FAO/FAD/UNICEF/WFP/WHO, *The State of Food Security and Nutrition in the World 2025*.

NEW YORK CITY

1.4 million +

New Yorkers face food insecurity in 2024. Average monthly pantry and soup kitchens visits are up 89% since 2019

Source: City Harvest, *Hunger in NYC*. *Feeding America 2023*.

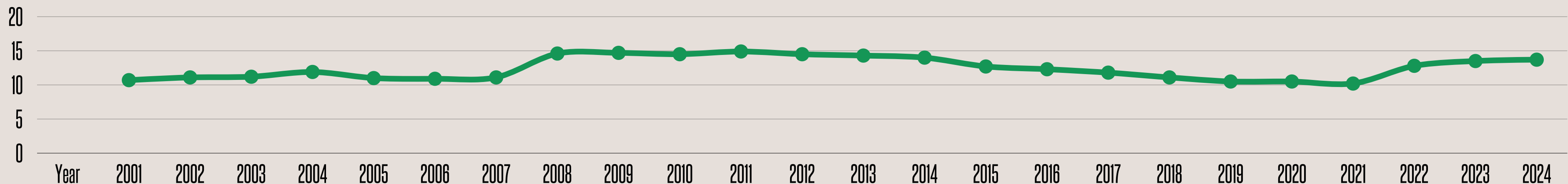
MASSACHUSETTS

2 million +

Massachusetts residents face food insecurity, including 37% of Boston households.

Source: Mass General Brigham + Greater Boston Food Bank, *The Food Access in Massachusetts: The Cost of Hunger*.

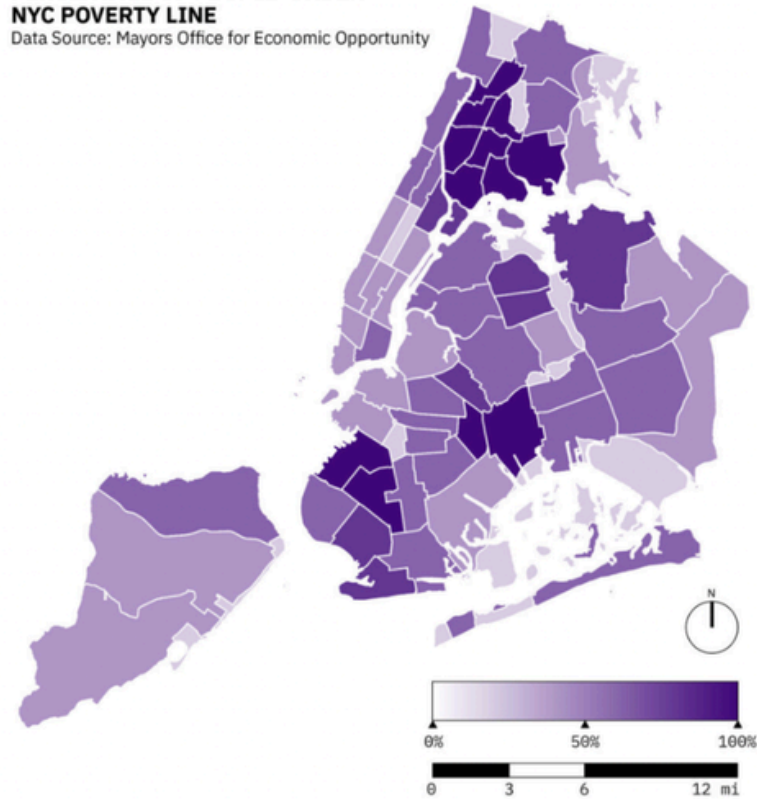
Percent of U.S. Households, Experiencing Food Insecurity in 2001–2024 [source: USDA]



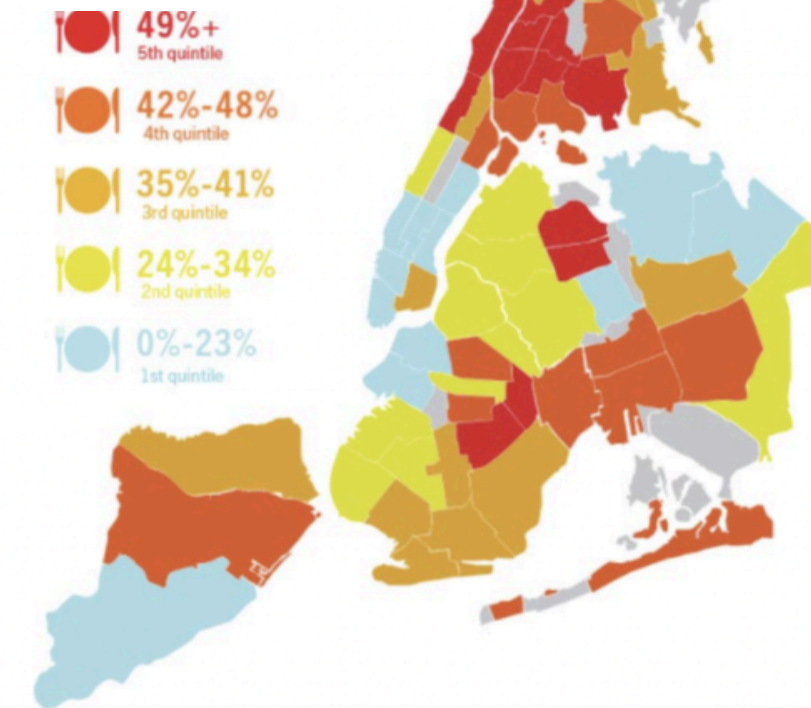


PERCENTAGE OF PEOPLE UNDER NYC POVERTY LINE

Data Source: Mayors Office for Economic Opportunity



Rate of Food Hardship

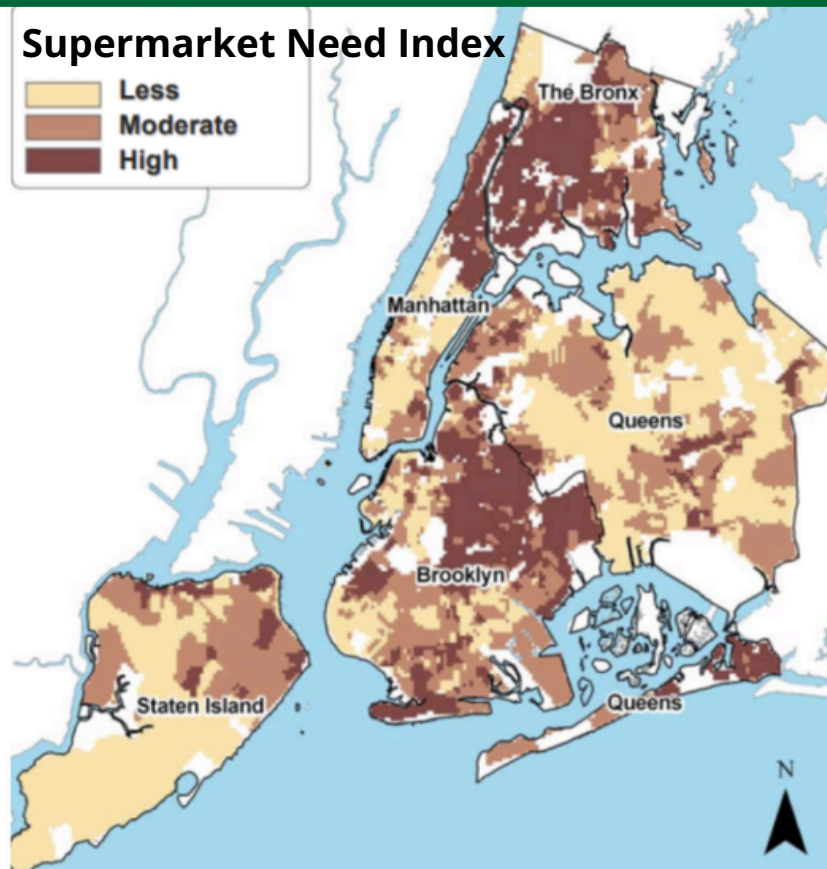


33–35% of the South Bronx and 22% of East Harlem face food insecurity while overlapping with the highest supermarket need index (a.k.a. food deserts)! Approx. 40–52% of South Bronx residents are on SNAP.

Source: NYC City Council, 2024 · NYC DOH, 2019–23 · *Feeding America*, 2023.

Supermarket Need Index

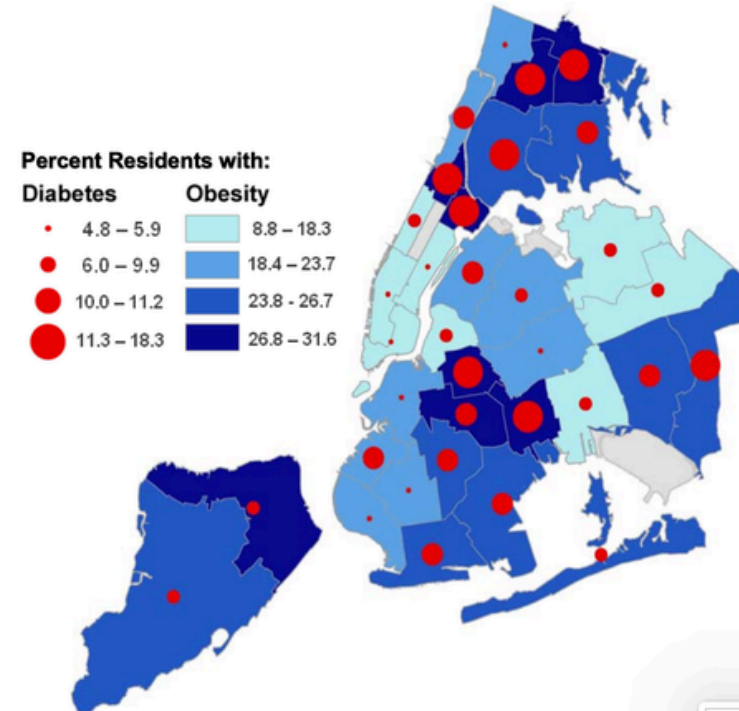
Less
Moderate
High



Prevalence of Diabetes and Obesity reported in neighborhoods defined by the United Hospital Fund (UHF)

Percent Residents with:
Diabetes Obesity

4.8 – 5.9	8.8 – 18.3
6.0 – 9.9	18.4 – 23.7
10.0 – 11.2	23.8 – 26.7
11.3 – 18.3	26.8 – 31.6



Food deserts are areas with limited or no access to affordable, fresh, and nutritious foods because supermarkets are more than one mile away in urban areas or they are unaffordable. A 1:17 supermarket-to-bodega ratio food access exists in Harlem.

Source: Hunter College *NYC Food Policy*.

Map Sources: NYC.gov. *New York City's Neighborhood Grocery Store and Supermarket Shortage*

CASE STUDY: NYC

HISTORY OF COMMUNITY GARDENS



1

Problem: People need access to affordable, healthy food, but food is expensive and food deserts are prevalent in low-income urban areas like the Bronx and Harlem.

2

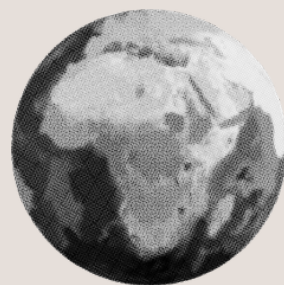
Limitations: Current urban gardens are limited as they require leasing of land, suffer from understaffing, and are limited to the hours of operation.

Solution: Portable community gardens are lifelines in food deserts, act as key spaces for community building and education, and foster a healthy lifestyle.

3

Benefit: Go Gardens! removes every barrier: no land, no staff, no fixed hours. Fresh food wherever the community is, 24 hours a day.

4



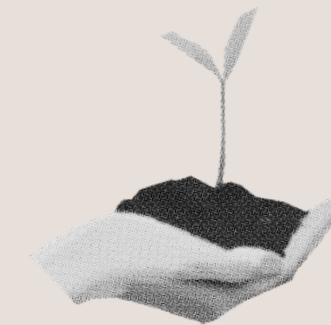
1910S–1940S: VICTORY GARDENS

During the World Wars, the government promoted community gardens to supplement rations. In 1944, nearly 20 million of these gardens produced about 40% of all fresh vegetables in the nation.



1970S: URBAN REVITALIZATION

Activists and low-income residents in NYC transformed abandoned urban buildings into vibrant, communal green spaces, building the infrastructure for a network of community gardens today.



PRESENT DAY

NYC'S GreenThumb program and Boston's community land trusts continue to manage over 500 gardens. **A standard garden plot can yield roughly 200 pounds of food per year. But we need more!**

GO GARDENS!



A scalable nonprofit social enterprise that combats food insecurity by turning discarded shopping carts into a decentralized food-access infrastructure in NYC food deserts. They also allow for **food sovereignty**, where people are able to have control over their own food rather than profit-driven corporations.



Our nonprofit serves local urban gardens in New York City. It is a huge problem to maintain these spaces and be able to provide fresh food to local residents. We would use Go Gardens as a way to provide communities with fresh local produce.

—Green Guerillas

The upkeep of urban gardens like ours is high, and many times we have to close our center because we do not have staff. Go Garden is an excellent way to meet community demands 24/7. We are excited to host our first shopping cart garden.

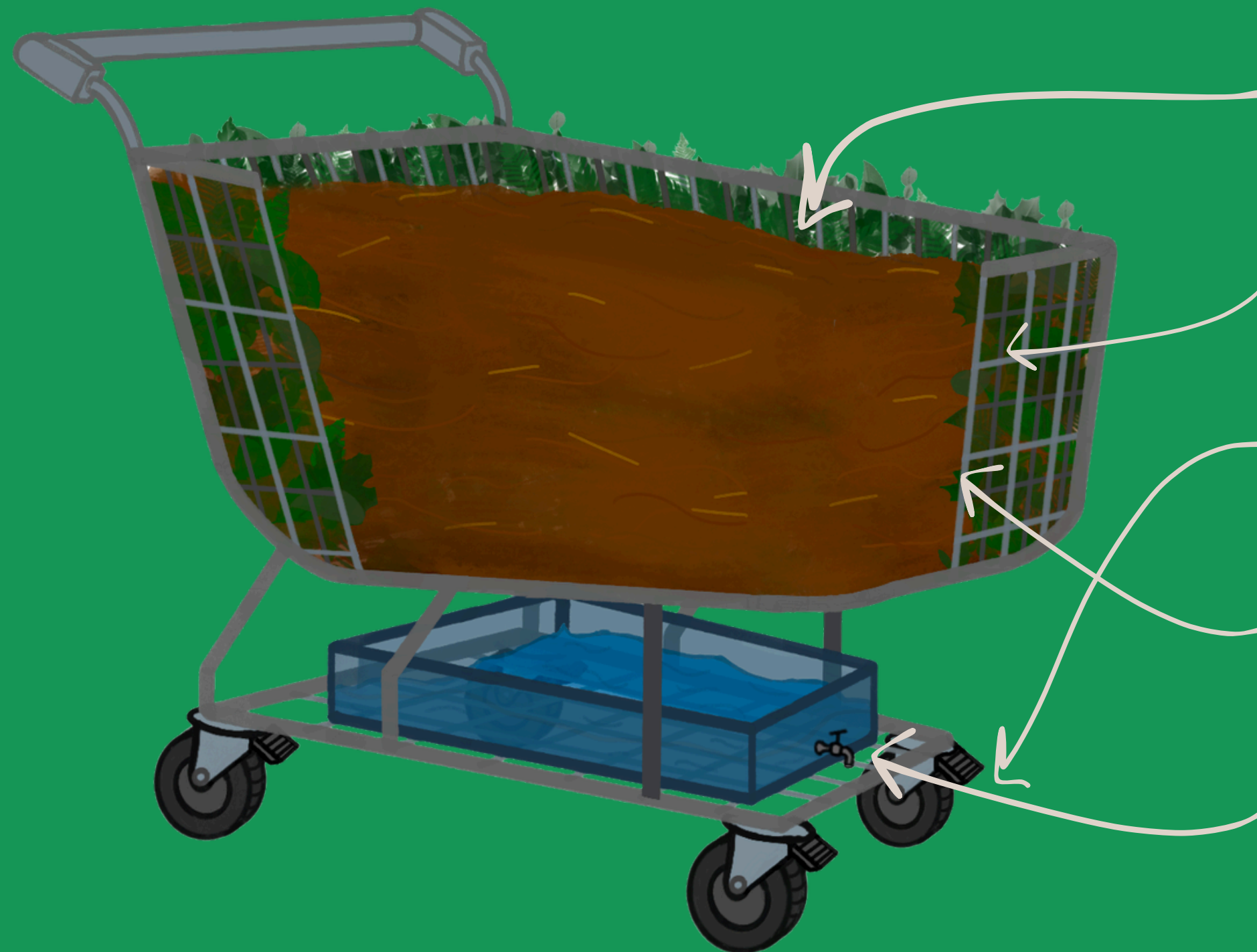
—Harlem Five Star Community Garden



DESIGN



A discarded supermarket shopping cart, upcycled, and retrofitted into a portable, self-contained community garden, deployed outside community centers, YMCAs, and partner gardens for 24/7 public access to fresh produce.



A

Hardy Starter Crops (kale, herbs, carrots)

B

Upcycled Materials Discarded Carts +
Rat-Wire Mesh Lining from Reclaimed Metals

C

Portable & Lockable Caster Wheels with
Padlocks for 24/7 security

D

Live Moss Exterior and Straw + Fertilizer
Soil Composition

E

Water Catching Container

HOW GO GARDENS! FIGHTS FOOD INSECURITY?



FEATURE

1 Reused shopping carts and recycled metals

2 Mobile and modular

3 Hardy starter crops

4 Easy to build

5 Education & Community Building

IMPACT

1 Discarded carts and reclaimed metals are transformed into green assets.

2 Can be deployed anywhere around the city, meeting people where they are, and does not require land for gardening. Can be accessed 24/7.

3 More free, healthy food (~10-12 pounds, depending on the plant as about 12 plants can fit in an average-sized cart).

4 Promotes greater food sovereignty as everyone can create their individualized community gardens.

5 Each cart makes the community garden movement visible & encourages people to learn about urban agroecology & food justice.

IMPLEMENTING GO GARDENS!



1. SOURCE

Collect discarded carts from the Green Guerrillas network and grocery donations. According to Municipal reports, “Individual US cities report collecting thousands of abandoned shopping carts each year as part of their solid-waste programs.”

2. A FEW ADJUSTMENTS

Sand and treat with rust inhibitor. Add metal rod supports and rat-wire lining. Install caster wheels for portability. Add live moss exterior. Layer hay, soil, and fertilizer inside the wire-lined cart body.

3. PLANT & SECURE

Plant hardy produce seeds (kale, herbs, carrots, peppers). Secure the mobile shopping garden by installing a chain and a padlock.

4. DEPLOY & SHARE

Transport carts to host sites, such as community gardens, libraries, and community centers. Visit weekly. Gather community feedback and produce yield data. Also, distribute to unhoused community members.

5. EDUCATE & BUILD COMMUNITY

Hold workshops on food sovereignty and how to fight food insecurity. Train community members on how to construct portable community gardens. Build a community dedicated to food justice around creating these carts!



COMPETITIVE EDGE



EXISTING SOLUTIONS

1 Food pantries and soup kitchens

2 Traditional community gardens

3 Rooftop and vertical gardens

LIMITATIONS

1 No land required. HIGH operational cost of staff, facility, supply chain, logistics.

2 Significant land required. LOW cost once established.

3 Capital required. VERY HIGH cost of technology and infrastructure.

GO GARDENS!

No other solution is simultaneously land-free, low-cost, community-built, and available around the clock. Go Gardens! will work alongside existing solutions to offer food accessibility 24/7!

TARGET MARKET



CONSUMERS

Primary: Unhoused community members and urban residents experiencing food insecurity, especially in food deserts like the South Bronx and Harlem.

Secondary: Hosts like community gardens and non-profits, social enterprises, local municipalities, and individuals trying to strengthen local food systems.

TOTAL ADDRESSABLE MARKET

(TAM)

40.5 Million

**Americans live in
food deserts nationwide.**

Source: USDA Food Access Research Atlas, Coleman-Jensen et al. 2022.

SERVICEABLE AVAILABLE MARKET

(SAM)

1.2 Million

**Food-insecure New Yorkers across all
5 boroughs.**

Source: Feeding America, Map the Meal Gap 2024.

SERVICEABLE OBTAINABLE

MARKET (SOM)

~100 Households

**Residents reachable via 20 carts at
Green Guerillas partner sites by Year 2, based on
interviews with Green Guerillas site managers.**

HOW DO WE REACH OUR AUDIENCE?



WORKING WITH COMMUNITY PARTNERS

Use the existing networks of NYC community gardens, food pantries, soup kitchens, community centers, YMCAS, nonprofits, schools, libraries, and local municipalities to install a Go Garden! near them or have them donate carts for unhoused or food-insecure community members' individual use.

Go Gardens! has established relationships with Green Guerillas, an NYC organization that helps maintain over 300 gardens, and community gardens like Five Star Gardens.

POTENTIAL HOST PARTNERS:

Green Guerrillas
GreenThumb
Five Star Garden
Harlem Roots Star Garden
GrowNYC



STEWARDSHIP PROGRAM + QR CODES

We will strategically place Go Gardens! in places of high foot traffic or near deeply trusted community spaces and place a QR code with each cart, explaining our mission, plant maintenance, and how people can volunteer and become a steward. As a steward, individuals can request cart(s) for their block and/or help donate them. The code will also include a map of the nearest Go Gardens!

HOW DO WE REACH OUR AUDIENCE?



GRASSROOTS DEPLOYMENT

Walk around the city, pass out as many donated Go Gardens! as we can to unhoused community members, and teach them how to take care of their own community garden. Through this strategy, we meet our audience directly and make sure our carts are visible and making an impact in our community!

BUILD A MOVEMENT

Work with community leaders and organizations, to consistently run free workshops and trainings on how to fight for food justice, community gardens, and get involved in Go Gardens!. We hope to build a movement of food growers and activists around our carts, encouraging food sovereignty and environmental stewardship.



ESTIMATED COST PER CART

- 1

Shopping Cart (donated/recycled)

\$0
- 2

Soil, fertilizer, hay

\$35
- 3

Rat-Wire + Metal Tubes

\$45
- 4

Live Moss + Produce Seed

\$35
- 5

Chain + Padlock

\$35

TOTAL per cart ~\$150

Individual carts do not generate cash. They generate food value and community impact.

COST ANALYSIS



ROI PER SEASON (2 SEASONS PER YEAR)

- 0

Initial Cart Cost (one-time)

- \$150
- 1

Upkeep
Produce value - S1 Y1

[- \$20] - \$170

[+ \$60] - \$110
- 2

Upkeep
Produce value - S2 Y1

[- \$20] - \$130

[+ \$60] - \$70
- 3

Upkeep
Produce value - S3 Y2

[- \$20] - \$90

[+ \$60] - \$30
- 4

Upkeep
Produce value - S4 Y2

[- \$20] - \$50

[+ \$60] + \$10

~10-12 LBS
produce per cart per
season

\$6-8/LB
grocery value in Harlem
(USDA food price data)

COMMUNITY IMPACT METRICS



WHAT TEN CARTS ACTUALLY MEAN TO ONE NEIGHBORHOOD

\$1,200

Fresh food value produced per year by ten carts (10 x \$60 x 2 seasons). This is equivalent to six months of vegetables for roughly 50 families in a neighborhood where the nearest supermarket is over a mile away.

20+

Community members trained as environmental stewards in the first workshop. Each trained steward can build and maintain their own cart independently, which means the model multiplies without Go Gardens! running every piece of it

14.4%

The diabetes rate in the South Bronx is the highest in New York City. Research from Johns Hopkins links consistent fresh produce access with measurable reductions in diet-related diabetes risk within twelve months. These are the people ten Go Gardens! Feed First.

Source: Cornell Small Farms Program urban container yield data, 2022. Johns Hopkins Center for a Livable Future, food access and chronic disease correlation study, 2021. NYC Department of Health, South Bronx Community Health Profile, 2023.





REVENUE MODEL

1. Grant & Public Funding

USDA NRCS, GrowNYC Neighborhood Garden Grants (\$500–\$2,500), NYC Council discretionary. Primary fuel in Years 1–2. Comparable programs receive \$25K–\$80K annually.

1

Year 1 – \$7K

2

Year 2 – \$40K

3

Year 3 – \$120K

2. Open Source Kit Licensing

Go Gardens! cart design + build guide + seed kit as a licensed product (\$200/kit). Sell to cities, individuals, nonprofits, and urban farm NGOs globally.

1

Year 1 – \$0K

2

Year 2 – \$5K

3

Year 3 – \$30K

3. Corporate CSR Partnerships

Whole Foods, Trader Joe's, grocery co-ops sponsor carts in exchange for brand visibility and ESG impact metrics. Formal case studies in Year 2.

1

Year 1 – \$0K

2

Year 2 – \$10K

3

Year 3 – \$60K

TOTAL REVENUE PROJECTIONS:

YEAR 1: \$7K

YEAR 2: \$55 K

YEAR 3: \$210K

**EARNED REVENUE GROWS
FROM 0% TO 43% BY YEAR 3**

Year 3 operating costs across 100 carts: ~\$31,000. Revenue of \$210,000 covers fleet costs and funds expansion.



GROWTH STRATEGY



Partner with established community garden networks in NYC first. Prove the model. Then bring the same playbook to Boston, Chicago, LA, and beyond. One anchor partner per city until Go Gardens! reaches every major food desert in America.

Year	City	Carts	Annual produce value	Annual operating cost
1-2	New York City	10	\$1,200	\$3,100
3	NYC + Boston	50	\$6,000	\$15,500
4+	5 Cities	200	\$24,000	\$62,000

At 200 carts, operating costs of \$62,000 exceed produce value of \$24,000. The \$38,000 gap is covered by grants, kit sales, and CSR partnerships, leaving Go Gardens! cash positive from Year 3 forward.



FUTURE ROADMAP



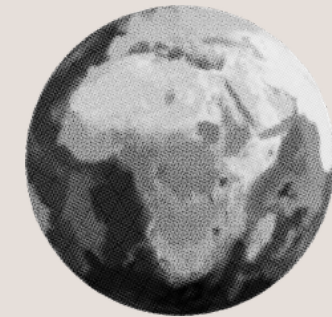
PHASE 1 (SUMMER 2026)



PHASE 2 (FALL 2026)



PHASE 3 (WINTER 2026)



PHASE 4 (SPRING 2027)

1

Deploy first pilot cart

Measure first month yield
and gather feedback

Host workshop (target 20+
attendees)

Scale to 10+ carts across
NYC

2

Intern at Green Guerillas

Begin Independent Study:
Urban Agroecology

Gather structured
community feedback

Apply to NRCS and NYC
Council grants

3

Confirm host site in
Harlem, incorporate needs

Measure first month usage
and produce yield

Public open-source build
guide

Launch live map website

6 MONTH SUCCESS
METRICS:

5 carts deployed

20+ workshop attendees

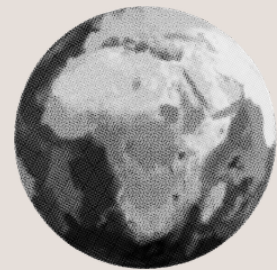
80% host partner
satisfaction

Measurable produce harvested, first
grant application submitted

GOAL: FOOD ACCESSIBILITY FOR ALL!



Go Gardens! is a social enterprise solution that empowers and equips local communities to feed and nourish themselves with fresh, healthy, and affordable produce through portable shopping cart gardens, giving people greater control over their own food production.



FIGHTING FOOD DESERTS ONE GO GARDEN! AT A TIME



BUILDING LOCAL FOOD SOVEREIGNTY AND COMMUNITY KNOWLEDGE OF GARDENING



REUSING DISCARDED SHOPPING CARTS & WORKING TOWARD A SUSTAINABLE FUTURE

EVERY PERSON SHOULD HAVE ACCESS TO FRESH, HEALTHY, AND AFFORDABLE FOOD!

If every person in **NYC** had a Go Garden!, it could create **~166 MILLION LBS** of food.

If everyone in the **U.S.** had a Go Garden!, it could create **~6.7 BILLION LBS** of food.

If everyone in the **WORLD** had a Go Garden!, it could create **~164 BILLION LBS** of food.

Assumption: 10 lbs per cart per season