What do you get if you combine the social interactions of internet communities, the environmental benefits of sustainability and the tasty treats of organic farming?

Take part in the growing movement and be your city’s champion-grower in the quest for better food and greener communities - And you don’t even have to grow it yourself!

New on growforgold.org?
- Take a guided tour
- Fantastic prizes for:
  - The city with the highest number of producing plots per inhabitants.
  - The city with the highest total number of producing plots.
  - The individual/organisation with the highest total number of producing plots.
  - The most beautiful fruit or vegetable garden.
(Log in to find out more about the prizes)

If you follow the rules:
Every one can join; individuals, corporations, schools, city councils, etc.
Registered plots must produce edibles; fruit, vegetables or any kind of food.
All edibles must be organically grown.
Plots can be of any shapes, larger than 100 square feet, but have to be located within the city perimeter.
(Log in to find out more about the rules)
How will you do it?

1. Sign up >>> Start cultivating your property >>> Register your cultivated plots on growforgold.org >>> Hope for you and/or your city to win
2. Sign up >>> Request someone to grow on your property >>> Wait for answer >>> Settle deal with grower >>> Register plot on growforgold.org >>> Hope to win
3. Sign up >>> Put land up for sharing >>> Wait for answers >>> Settle deal with grower >>> Register plot on growforgold.org >>> Hope to win
4. Sign up >>> Help out or donate money >>> Make friends, get free vegetables and hope for your city to win
5. All of the above

Supporters

Sign up just to help the growers out and support your city in the competition. Donate money or help your neighbour to harvest or prune. With the cell phone app you get notified when help is needed and where.

growforgold.org is for everyone, not only landproviders and gardeners. Be a supporter, make new friends, get some exercise and take part in the great venture for better food.

Professional farmers

Professional farmers who grow organic edibles for landproviders who don’t have time to grow themselves.

For the garden-business-minded growforgold.org means opportunities to make money and at the same time helping one’s city to win the competition.
The network of individuals >>> A platform of opportunities

Gr(o)wing local

growforGOLD.org aims to make it easier, more fun and profitable to grow locally, by awarding, encouraging and supporting the individual initiative. The competition with it's easy-to-use, internet-based community platform is a rewarding way of saying "Yes, we can do it, and it's easy!"

For every new plot registered on growforGOLD.org less food needs to be imported from far away distances. Unused urban spaces turned into local food supplies is a way of winning the competition, while making your city greener, more sustainable, less carbon dioxide emitting and less dependent on the rest of the world for food.

Connects landproviders with growers, buyers with sellers and "know how" with "do it!"
Shows all enquiries and registered plots in a map function.
Organizes (urban)farmers markets and other grower-related events in your city.
Awards the winners in a yearly prize giving ceremony.
Opens a new, green, local economy that grows with every new member.

growforGOLD.org helps leftover space in the city to become productive. Find it, grow it, win it!

On existing structures

growforGOLD.org takes advantage of already existing infrastructures in the strive for better future food. The internet based community/competition encourages food production in cities where roads, subways, water, electricity, sewers etc. already exist. growforGOLD.org helps every piece of unused land find the loving care of a grower, no matter if it is a backyard, a suburban nature strip or an abandoned subwaystation. In the near future your salad could be made of lettuce from the rooftop of your office, vegetables from your neighbours garden and tasty mushrooms grown in subterrenean tunnels.

Examples of additional, existing incentives and plausible external boosts

- Global warming
- Peak oil
- Urgency for food security
- Loss of biodiversity
- Changed agricultural subsidy policies
- Tax reduction for growers
- Donations of state-owned land
- Growing-related public holidays

Why stop at the roofs? In a near future your facade could be a thriving vinyard. Be a vertical gardener!

Your unused office space are just a few mouse-clicks away from becoming a greenhouse. Let someone be your office gardener!

Your rooftop could be productive. Grow yourself or hire someone else to do it for you. Roofs are perfect for herb gardens, urban honey and sun loving fruit. Get your roof working to win the competition!

Find new uses for unused underground space. Be a subterrenean gardener, it could be the next big thing!
Possible benefits

- Competition starts
- Obesity
- Wellbeing
- Social interactions
- Choice

Growing locally gives opportunities for exercise and social interactions within neighborhoods. For every new urban farmer the range of local food increases.

Environment

- Competition starts
- CO₂ in atmosphere
- Use of toxic pesticides
- Biodiversity
- Reforestation

Locally grown, organic food reduces transport waste and the use of toxic pesticides. A greater variety of crops and better use of potential farmland leaves room for nature to recover and flourish.

Economy

- Competition starts
- Lawn care spendings
- Green biz opportunities
- Nutritional value
- Goodwill

Good, nutritious food instead of grass means opportunities for local green business. Supporting this is clearly a good thing - make it show!

Knowledge

- Competition starts
- Growing know-how
- Food awareness
- Research

A booming local food movement increases the community food awareness and know-how. The growing interest in local food is a solid ground for new break throughs in new, green science.

Possible timeline >>> From mowing to growing by creating incentives for fun and profitable food production in cities!

- Vikings discover America, 1000 A.D
- U.S. first planned suburban community, Riverside, Chicago, 1868 by F. L. Olmstead
- Indpendence Day, 4th July 1776
- Wold War 1, Dig for Victory, 1914-1918: 80% of American households grow their own food
- B. Columbus (re)discovers America, 1492 A.D

The growforgold.org competition begins and first person signs up, 2011

Green entrepreneur G. Smith earns his first billion thanks to growforgold.org, 2015

Grow for gold goes world wide, 2018

New York subway system turns into world’s largest mushroom and artificial meat farm, 2022

A large software company now receives all their apples from rooftop gardens, 2020

Most U.S schools have entered the competition, 2020

Large fast food company now receives all potatoes and vegetables from growforgold.org members, 2018

Crime rate drops 3% thanks to livelier neighborhoods, 2018

A 10 year anniversary celebration, 2020

Implementation - growforgold.org grows and becomes a part of every day life >>>

Implemenation - growforgold.org grows and becomes a part of every day life >>>

First price giving ceremony, 2012

30% of all U.S Nature strips are registered, 2017

50% of U.S citizens have joined the competition, 2019

The first artificial meat-plot is registered, 2021

In your yard

growforgold.org

In your yard