

The Seedy Side of Programming

Will Stein & Randy Smith
Washington County Public Library System
Abingdon, Virginia



Why Did We Start a Seed Savers Library?



- Expand Services
- Attract New Users
- Encourage Use of Existing Resources
- Build Community



WHAT IS A SEED SAVER LIBRARY?



- Special Collection of Materials Unique to Our Heritage



WHAT IS A SEED SAVER LIBRARY



- A place where community can check out or “swap” seeds
- A place for classes on gardening and sustainability issues
- A collection of materials that assists patrons on how to grow their own food and become self-sufficient
- An opportunity for “like-minded” people to meet and discuss current issues



BUILDING ON TRADITION



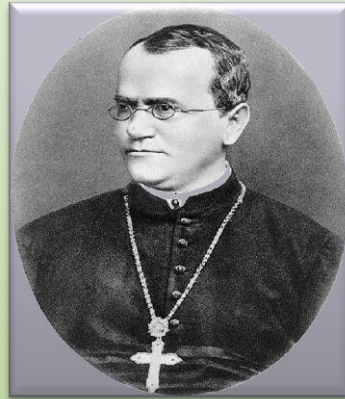
- Seed Saving is Not New
- Open Pollination & Hybridization



FARMING BECOMES BIG BUSINESS



- Gregor Mendel
- Agribusiness



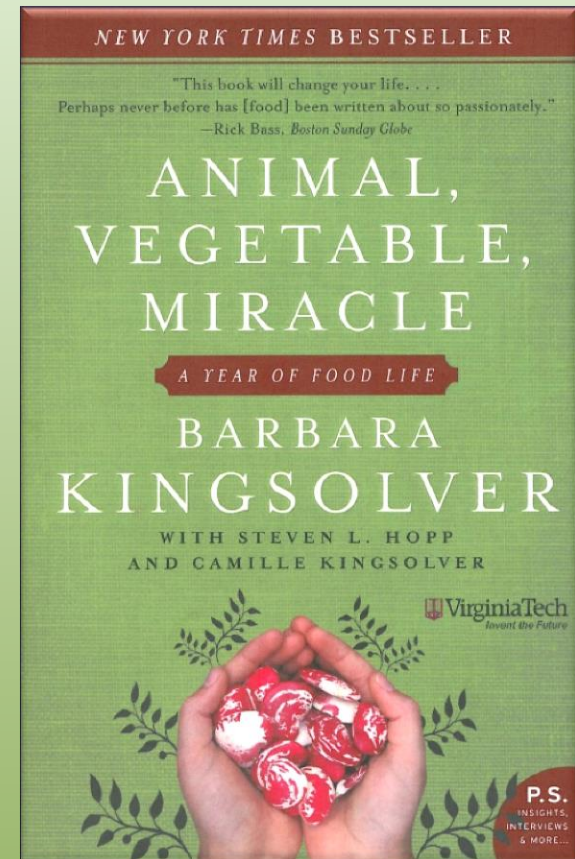
DISTANCE TO MARKET



“The average food item on a U.S. grocery shelf has traveled farther than most families go on their annual vacations.”

— **Barbara Kingsolver**

Animal, Vegetable, Miracle: A Year of Food Life

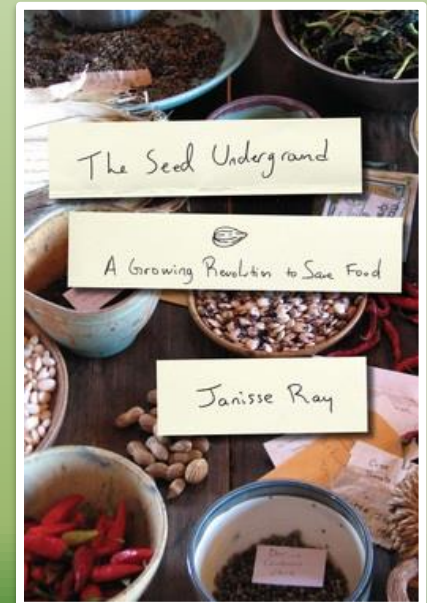
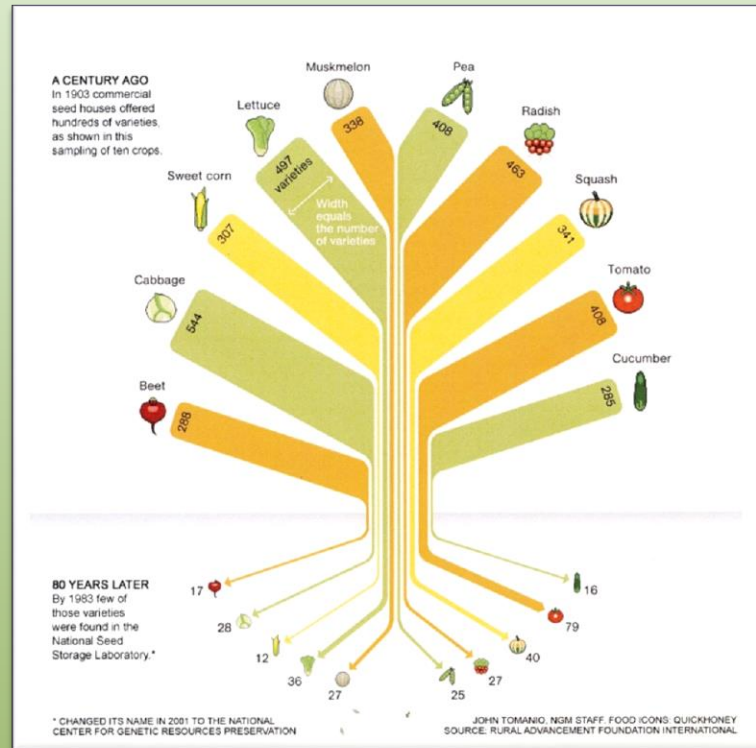


Washington
County
Seed
Savers
Library

THE REVOLUTION



- Bio Diversity
- Sustainability
- Environmental Awareness
- Health Consciousness
- DIY



MISSION STATEMENT



A seed library will help to build biodiversity for our local food supply. As part of this effort the library will offer educational opportunities on the importance of a viable food supply, the benefits of using heirloom (vs. hybrid) seeds, seed starting, seed saving, gardening for beginners, gardening in a small space and composting.



HOW TO GET STARTED



- R&D (Rip Off and Duplicate)
- www.richmondgrowsseeds.org



Washington
County
Seed
Savers
Library

Richmond Public Library

HOW DO I SELECT SEEDS?



- www.seedsavers.org
- www.southernexposure.com



Washington
County
Seed
Savers
Library

TARGET AUDIENCE



- Cultural Connection
- Broad Appeal



Washington
County
Seed
Savers
Library

SIGN'EM UP & PUSH THE BOOKS



- New Library Cards
- Bibliography



Washington
County
Seed
Savers
Library

BUDGET



$$\begin{aligned} & \text{Variety of Seeds} \\ & + \\ & \text{\# Of Participants} \\ & + \\ & \text{Seeds Per Participants} \\ & = \\ & \mathbf{\$500} \end{aligned}$$





Washington
County
Seed
Savers
Library

AFTER THE MONEY



- Select and Order
- Growing Guides
- Pack Seeds



Washington
County
Seed
Savers
Library

WHAT'S NEXT



- Registration
- Database



Washington
County
Seed
Savers
Library

PARTNERSHIPS



- Appalachian Wildside
- Appalachian Sustainable Development



Washington
County
Seed
Savers
Library

PROMOTION



- Logo
- Print
- Electronic Media



Washington
County
Seed
Savers
Library

USE YOUR CONNECTIONS



- Master Gardeners
- Garden Clubs
- Community Groups



Washington
County
Seed
Savers
Library

ON THE ROAD



- Branch Libraries
- Social Service Groups
- Farmer's Market
- Children
- And More



Washington
County
Seed
Savers
Library

OUTCOME MEASURES YEAR ONE



- 112 Borrowers
- 5 Programs
- 94 Attendance
- Circulation Increase
- Few Seeds Returned



OUTCOMES: TO DATE



- 300 Borrowers
- 60 Programs
- 800 Attendance
- Half of Inventory from Seed Savers



WHAT WE HAVE LEARNED



- No classes required
- Don't schedule programs during growing season
- Self-serve

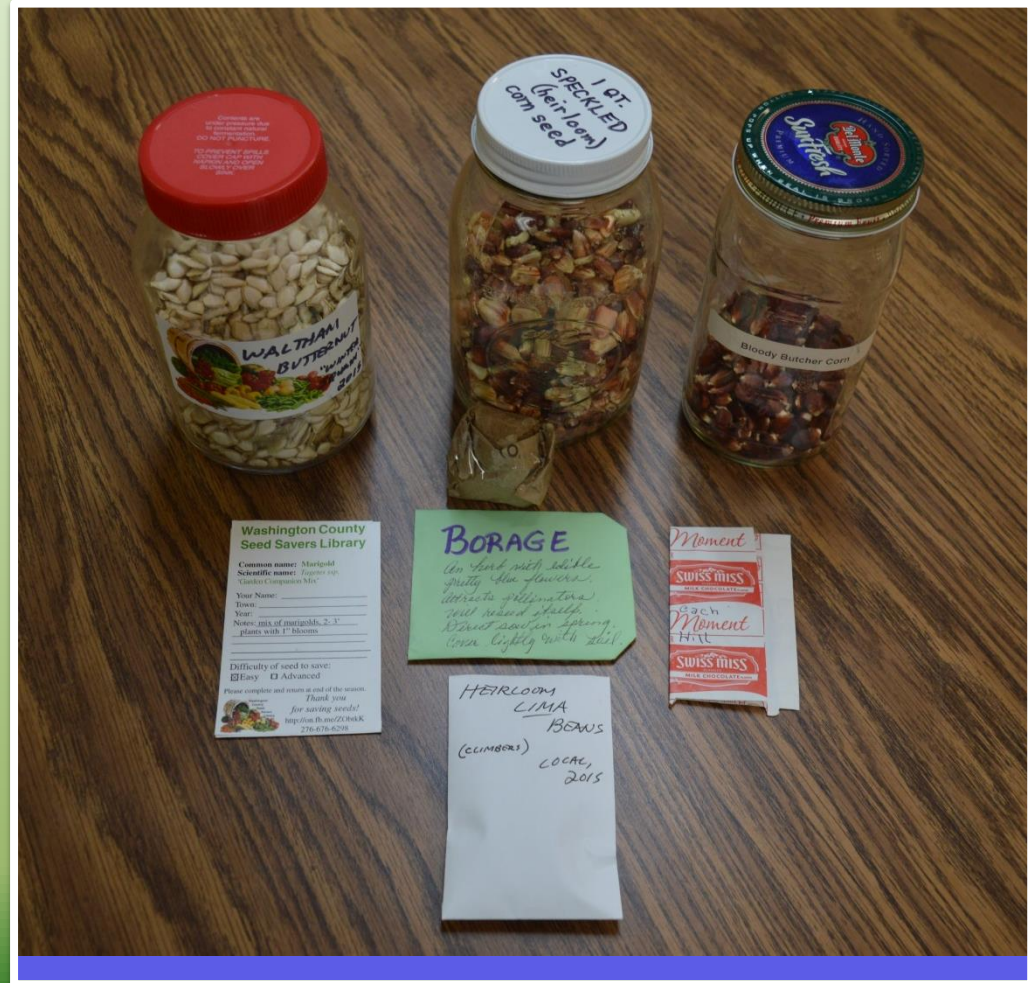


Washington
County
Seed
Savers
Library

WHAT WE HAVE LEARNED



Vision vs Reality



Washington
County
Seed
Savers
Library

ORAL HISTORY PROJECT EMORY & HENRY COLLEGE



“It allowed me to see the knowledge and community that is in Appalachia... It makes me wonder what other fascinating practices are happening, yet are going to be lost from lack of awareness and knowledge.

--Emory & Henry Student



PERFECT FIT



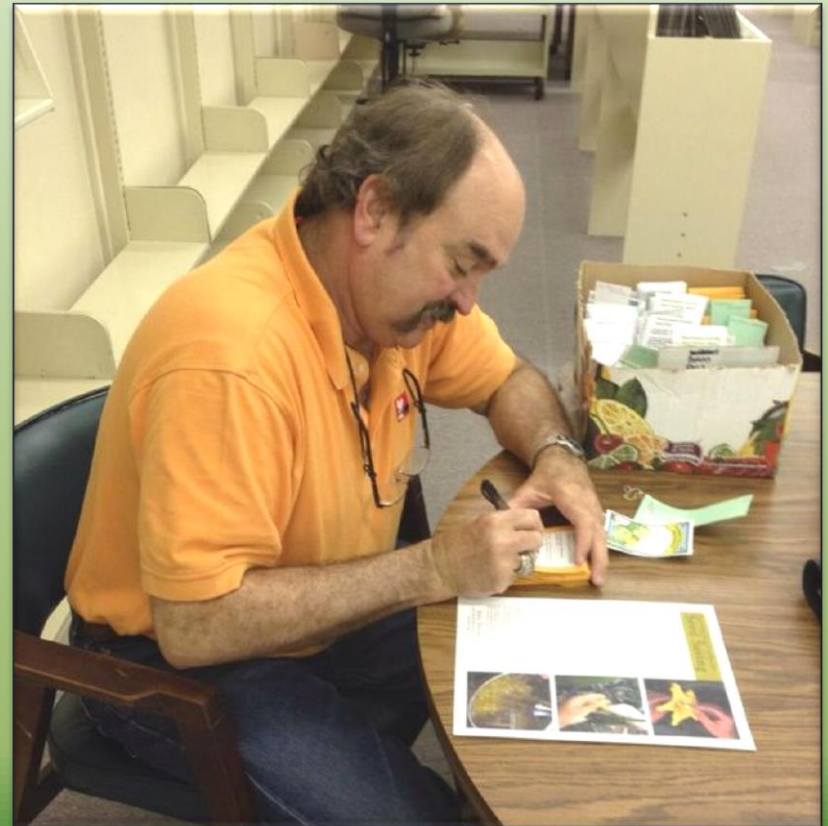
Washington
County
Seed
Savers
Library



FULFILLING OUR MISSION



- Collection and Distribution
- Programming
- Community Outreach



KEY POINTS



- Don't Overthink
- Form Partnerships
- Be Flexible
- Build on the Good
- Solicit Volunteers





Questions?

Will Stein

*Washington County Public Library
205 Oak Hill Street
Abingdon, Virginia 24210
wstein@wcpl.net*

Randy Smith

*Washington County Public Library
205 Oak Hill Street
Abingdon, Virginia 24210
pilgrim.randysmith@gmail.com*





Thank You!



Washington
County
Seed
Savers
Library