



THE NEW YORK BOTANICAL GARDEN

For Immediate Release
April 2, 2010

THE EDIBLE GARDEN, A FOUR-MONTH FESTIVAL ABOUT GROWING AND PREPARING GREAT FOOD, RETURNS TO THE NEW YORK BOTANICAL GARDEN

**Daisy Martinez, Dan Barber, Sara Moulton, and Others Headline the
Garden-Wide Exhibition of Edible Plants, Vegetable Gardens, Cooking Demos, and More
June 19 – October 17, 2010**

Throughout the summer and into autumn, The New York Botanical Garden will present *The Edible Garden*, an exhibition that celebrates growing and preparing great food. Set across the 250-acre Botanical Garden landscape from June 19 through October 17, 2010, *The Edible Garden* will feature vegetable gardens and displays, demonstrations from food and gardening experts, celebrity appearances by Daisy Martinez, Dan Barber, Sara Moulton, and others during four festival weekends, and programs that demonstrate the bounty, economy, and nutritional value of edible plants. Proceeds benefit the Children's Gardening program.

People interested in **vegetable gardening week-by-week** can access a harvest calendar on the Botanical Garden's Web site, nybg.org, showing the ideal harvest time for certain vegetables they can grow in their own gardens, along with recipes and healthful preparation tips. In addition, weekly videos and gardening advice by Botanical Garden experts will give home gardeners plenty of information to keep their gardens lush and productive through the entire growing season. The Web site will also include details about the vegetable gardens featured in *The Edible Garden* and specifics about the weekly programming during the exhibition.

Celebrities, including Mario Batali, Dan Barber, and others, will narrate *The Edible Garden Audio Tour* through which visitors can discover where their food comes from and how it gets to their table. Recordings will provide insight into the local sustainable food movement and give a behind-the-scenes look at growing an edible garden. Listeners can also receive text messages with nutritional information, recipes, tips, and facts about growing food. The Audio Tour, accessible by cell phone, allows listeners to leave feedback, enabling them to share their own tips, recipes, food traditions, and more.

Four Vegetable Gardens

One of last year's popular attractions, *Martha Stewart's Culinary Herb Garden*, returns, featuring a display of the finest culinary herbs personally selected by Martha Stewart, whose distinctive design aesthetic has inspired millions of fans through her multimedia ventures. Martha and her team of gardening experts will once again bring their ideas to The New York Botanical Garden's historic Nancy Bryan Luce Herb Garden, exhibiting a rich selection of herbs from common chives to savory curry plants and aromatic artemisia.

– more –

In the **Home Gardening Center**, visitors can orient themselves to a broad variety of edible plants and learn how easy it is to grow their own food gardens through a number of display gardens including:

- *Seed Savers Heirloom Vegetable Garden*, one of New York's best heirloom vegetable gardens
- *Sensory Garden*, with touchable scented herbs

New beds in and around the Home Gardening Center will offer visitors an intriguing range of edible plants:

- *Chili Pepper Garden*
- *Eggplant Trial Bed*
- *Tomato Trial Bed*
- *Blueberries and Beyond Trial Bed*
- *Celebrity Chef Plots*, which will include gardens devoted to the favorite edible plants of popular chefs

A new display of **Conservatory Terrace Planters** will provide an artful combination of interesting exotic plants in containers on the terrace in front of the Enid A. Haupt Conservatory. The display will feature a range of edibles from peppers and tomatoes to gourds and sunflowers.

Each year 40,000 schoolchildren and families participate in programs at the **Ruth Rea Howell Family Garden**, which will once again be a key destination for visitors during *The Edible Garden*, enabling children to plant, tend, and harvest fruit, herbs, and vegetables all summer long and harvest them in fall. Various display gardens will creatively educate visitors about the ingredients in their favorite meals:

- wheat, oregano, basil, garlic, onions, and tomatoes in the *Pizza Garden*
- corn, barley, oats, and rice in the *Breakfast Bowl Garden*

Global Family Gardening: Gardens 'Round the World at the Ruth Rea Howell Family Garden offers families and children the opportunity to learn about gardening in different cultures, such as Korean, Italian, Chinese, Irish, and Caribbean.

Located across from the Ruth Rea Howell Family Garden, *Pumpkin Patch* is a new feature to this year's *Edible Garden* exhibition, showcasing the best and easiest pumpkins for home gardens in a bed surrounded by sunflowers, gourds, and dinnerplate dahlias.

Four Festival Weekends

Four festival weekends during *The Edible Garden* will offer visitors the chance to discover the origins of food and learn about the plants and plant parts that they eat every day. Celebrity chefs will provide healthy cooking demonstrations in the **Conservatory Kitchen** featuring state-of-the-art, outdoor kitchen equipment provided by Viking Range Corp. and using the latest in kitchenware from Anolon® during:

- Summer grilling opening weekend, June 19 and 20;
- *Fiesta de Flores y Comida*, a celebration of Latin American and Caribbean food and flowers, September 25 and 26;
- the beginning of the *Family Harvest Festival* on Columbus Day Weekend, October 9, 10, and 11;
- the finale weekend, October 16 and 17

Visitors will also be able to sample a selection of food and beverage products from vendors at the *Tasting Terrace* and learn about Garden scientists' research projects involving edible plants at *Café Scientifique*.

Complementary Programming

There will be plenty more for visitors to experience during the months of *The Edible Garden*, including:

- the popular *Waterlily Concerts* during three evenings in August
- the return of the *Greenmarket* farmers market every Wednesday near Library Allée
- the *Farm to Table* play station and *Flowers to Fruit* hands-on program for younger visitors in the Everett Children's Adventure Garden
- monthly programs in the Ruth Rea Howell Family Garden, including *Herbal Delights*, *Pickle Me*, and *Goodnight, Garden*.

For more information, visit nybg.org or call 718.817.8700.

Leadership Sponsors

Amy P. Goldman
LuEsther T. Mertz Charitable Trust

Major Sponsor

Anolon®

Supporting Sponsor

Viking Range Corporation

Local Media Sponsor

New York Magazine

Family and Community Gardening programs sponsored by the Scotts Miracle-Gro Company

JPMorgan Chase & Co., Presenting Sponsor, Global Biodiversity Programs

Audio tour sponsored by Bloomberg

###

The New York Botanical Garden is a museum of plants located at Bronx River Parkway (Exit 7W) and Fordham Road. It is easy to reach by Metro-North Railroad or subway. The Botanical Garden is open year-round, Tuesday through Sunday and Monday federal holidays. **ADMISSION PRICES FOR THE EDIBLE GARDEN:** Festival Weekends – Adults \$30, Seniors/Students \$28, Children \$8, Children Under 2 and Members Free; Other Weekends – Adults \$20, Seniors/Students \$18, Children \$8, Children Under 2 and Members Free; Value Weekdays – Adults \$6, Seniors/Students \$3, Children \$1, Children Under 2 and Members Free (Weekday Upgrade available that includes full access to Tram, Rock Garden, and Everett Children's Adventure Garden – Adults \$10, Seniors/Students \$9, Children \$4, Children Under 2 and Members Free).. Proceeds benefit the Children's Gardening program. Discounts available for groups of 15 or more; contact Group Tours, 718.817.8687. Grounds-only admission is free all day on Wednesdays and from 10 a.m. to noon on Saturdays. For more information, please call 718.817.8700 or visit www.nybg.org Read the Botanical Garden's popular blog, *Plant Talk: Inside The New York Botanical Garden* at nybg.org/wordpress

The New York Botanical Garden is located on property owned in full by the City of New York, and its operation is made possible in part by public funds provided through the New York City Department of Cultural Affairs. A portion of the Garden's general operating funds is provided by The New York City Council and The New York State Office of Parks, Recreation and Historic Preservation. The Bronx Borough President and Bronx elected representatives in the City Council and State Legislature provide leadership funding.

Media Contact: Nick Leshi 718.817.8658/8616 or nleshi@nybg.org; **Images available**