



Grow Organic and Save Money

Households turn to gardening to reduce expenses and reconnect with nature, family

EARTH DAY, April 22, 2009, Aptos, Calif. -- Earth Day is about discovering ways to conserve the environment. This year, it's also about finding ways to save money. Families can do both by planting an organic garden.

No longer a fading pastime enjoyed by grandparents, gardening is on the rise. This year, 43 million U.S. households plan to grow their own fruits, vegetables, herbs and berries — up a big 19 percent from 2008, according to research by the nonprofit National Gardening Association. Twenty one percent of food-growing households will be new to gardening in 2009, the survey found. The most symbolic of all – The White House – broke ground on a sustainable organic garden last month, the first since Eleanor Roosevelt's victory garden during World War II.

"Our society is becoming more environmentally conscious every day and is looking for ways to eat better. Plus, the economy is forcing households to cut variable costs, and organic gardening saves hundreds of dollars in groceries, travel and entertainment expenses," said Linda McNair, president, Surf City Growers, Inc.

In fact, the USDA estimates that every \$100 spent on vegetable gardening yields \$1,000-\$1,700 worth of produce. Gardening is proving to be an inexpensive way for families to spend time together outside, being active in nature and away from the distraction of cell phones, video games, and television. Together, they yield nutritious, organic produce – the cost of which is out of reach for most Americans.

"We created My First Organics seed starting kits as a way of making organic produce accessible to every family," said Trent McNair, vice president of operations. "A \$15 kit harvests up to \$250 worth of produce. That's a nice return on investment, not to mention all of the health benefits people will realize too."

About Surf City Growers

Trent and Linda McNair are the founders of Surf City Growers, Inc., a small organic nursery located in Aptos, California, and the makers of My First Organics seed starting kits. They have 2 kids, 2 dogs, 2 cats, and some chickens. They left their full-time jobs in high tech to help families and schools eat healthier, support local organic farming and do their part in saving the planet. For more information, visit www.surfcitygrowers.com or check out their blog at www.myfirstorganics.com/ecofare.

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Contact: Linda McNair, Surf City Growers, 831.688.1088, linda@surfcitygrowers.com

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Surf City Growers, Inc. is the maker of

