



GIY – Michael Kelly

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www.giireland.com

Our Vision



A healthier, more sustainable and more connected society where people grow their own food



About GIYing

- Irish GIYers spent €20m on seeds and plants in 2011
- According to Bord Bia 45% of gardeners intend to GIY
- Well maintained garden can yield half a pound of produce per sq foot*
- An average garden (600 sq foot) can produce €470 worth of produce each year* from an average investment in seeds, tools etc per annum of €55*
- Top 5 reasons for GIYing:
 - To grow better tasting food
 - To save money on food
 - To grow better quality food
 - To grow food I know is safe
 - To feel more productive



Source: National Gardening
Association Association Survey
2008

Consumer Trends

- **Simple Pleasures**
- **Health and Wellbeing**
- **Individual Expression**
- **Celebrating Roots**
- **Busy Lives**
- **Pursuit of Value**
- **Making a Difference**
- **Managing Uncertainty**



GIY – What we've learned about networks

- GIY is all about networking
- We hook people together to share information so they can grow better, quicker
- It doesn't matter how you network as long as you network
- Networks are about relationships
- Networks are incredibly powerful and spread quickly



GIY – What we've learned about networks

- Networks develop leadership in others
- GIY is a network weaver – we invest in the network infrastructure
- People are thirsty for knowledge and interaction
- Networks are democratic
- Networks are surprising
- Good networking means putting ego aside



- Thank you!
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