Thank you!
We are grateful for all the volunteers, exhibitors, and entertainers who helped make this year’s Rosie Rally Home Front Festival a tremendous success!

The Craneeway Pavilion was filled with Roses and costumed interpreters of Home Front Themes. More than 2,100 people turned out to enjoy a day filled with festivities. All the generations took part in parading before the judges for our first-ever costume contest. The Victory Garden and the Rockford Peach costumes were huge crowd favorites as were the English sheepdog and owner dressed as Parent and Child Rosies.

In addition to touring the East Bay Parks’ mobile fish tank, various nature education activities, a WWII military jeep and a 1940’s bus, families enjoyed tasting out virtual goodies, welding gear, and other hands-on activities, while others took WWII quizzes to win prizes, explored the Red Oak Victory ship’s educational world, learned rope making from the San Francisco Maritime Museum, and more.

The big stage featured a stellar line up of entertainment choreographed by the East Bay Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany entertainment choreographed by the East Bay Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, including Tiffany Austin, Laurie Lewis, Son de la Tierra and Lindy Center for the Performing Arts, and entertainers who helped make this year’s Rosie Rally Home Front Festival a tremendous success!

When Victory Gardens Fed the Homefront

Among the most widely shared memories of daily life on the World War II Homefront (ask any of our Rosie volunteers) was that nothing was simple about the simple act of putting healthy food on the table, day in day out.

Food, like so much else during the war, quickly became a weapon in a battle to ensure that our fighting troops and those of our allies were kept healthy and strong. More than 20 essential commodities, including everyday food products like sugar, flour and butter, were strictly rationed, and the Office of War Information flooded the nation with posters declaring “Our Food is Fighting” and other patriotic slogans urging and requiring sacrifice at the dinner table. For virtually everyone on the homefront, that meant finding ways to stay healthy using less proteins, fats, and carbohydrates—and more nutritious fruits and vegetables.

A big part of the answer was the Victory Garden, a massive campaign promoted by the U.S. Department of Agriculture and First Lady Eleanor Roosevelt, who planted the first-ever vegetable garden on the White House lawn. Urging Americans to “Grow Your Own, Can Your Own” in backyard and community gardens, the campaign resulted in an estimated 18 million Victory Gardens by 1943, mostly in urban areas. By the end of the war, total Victory Garden output was estimated at more than 9 million tons of produce, equal to all U.S. commercial production of fresh produce, including more than 4 billion jars of canned food.

The program, says Therese Ambrosi Smith, a recent docent at the Rosie the Riveter/World War II Home Front National Historical Park, “was very structured. Government advisors came to the community with recommended garden plans and free seeds. The goal was nutrition, not what people liked. They had a recommended mix of vegetables per person that would provide the daily requirement of nutrients. The idea was to keep everyone strong to support the war effort.”

In Richmond, home of the massive Kaiser shipyards, the workers’ newsletter, Fore ‘n Aft, ran regular articles on how to plant a garden and where to get free seeds and fertilizers. San Francisco, meanwhile, despite its fog, cold summers, and sandy soils, became a national model for Victory Gardens, with every local newspaper participating in the campaign. The city’s Victory Garden Council, based at City College’s horticulture department, developed large community gardens divided into 20-by-20-foot plots for individual families, throughout the city, including the plaza in front of City Hall. In all, the city boasted more than 70,000 garden plots by the end of the war.

Not only did the Victory Garden campaign succeed beyond all expectations in uniting homefront families behind a patriotic effort that mitigated the impacts of commercial food rationing, it also helped an overweight nation slim down by an estimated average of seven pounds per person. The typical Victory Garden diet closely resembled the Mediterranean-style diet promoted by nutritionists today to fight America’s current obesity epidemic.

As Rosie docents are fond of telling visitors today, the World War II Victory Gardens offered a memorable lesson in how a stronger and healthier nation could emerge from the struggles and hardships of the war years.

Thank you to our Rosie’s Girls Sponsors!

ECIA Fund – City of Richmond
Chevron
East Bay Community Foundation
Fluke Tool
Kaiser Permanente
Mechanics Bank
NatureBridge
C. Overaa
Soroptomist International of Richmond
Jim and Eileen Vohs
Wells Fargo

Rosie’s Girls Rock!

Every summer, Rosie’s Girls immerses 30 or more middle school girls in history, skilled trade learning, inner confidence exercises, STEM activities, and outdoor experience during a four-day trip to Yosemite. The camp is meant to inspire new generations with the courage and values of the WWII Home Front. Thanks to major supporters, like Wells Fargo and Chevron, we’ve produced this camp for nine years, and it just gets better!

Our goal is to show vulnerable girls that a very broad future, full of opportunities, awaits each of them. During an eventful six weeks this year, eager 6th through 8th graders learned to use power tools, craft wood projects, and shape ceramics stamped with personal artistic expressions. Among field trip experiences, even timid girls balanced up to serve the public good, and simultaneously, seized an opportunity—unparalleled in our history—to climb the ladder of independence and equality.

—Marsha Mather-Thrift

CONTINUED ON BACK