



atlurbanfarms.com

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BEST PRACTICES

A Better Way to Grow Your Own Clean Food

TOWER GARDEN® 2.0



WE WON THIS ONE!

PLANT A VICTORY GARDEN



**OUR FOOD
IS FIGHTING**

A GARDEN WILL MAKE YOUR RATIONS GO FURTHER

©1943 Food Res. Ad. National Garden War Relocation Authority. Office of War Relocation, Washington, D.C.

U.S. GOVERNMENT PRINTING OFFICE: 1943

New

PLANT A VICTORY GARDEN

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**JOIN THE FOOD
REVOLUTION**

TOWER GARDEN® PROVIDES CLEAN, HEALTHY FOOD FOR YOUR FAMILY

**WE ARE WINNING
THIS ONE!**





C R O S S ROADS

OF A FOOD REVOLUTION

cultural trends

changing supply system

LOCAVORE

ALL NATURAL

clean

ECO-friendly

sustainable

food safety

urban ag

HIGH
efficiency

LOW CARBON FOOTPRINT



- Clean Food
- Truly Local
- Safe
- Sustainable
- Healthy





"...Hold on to your seat because agriculture is evolving before our very eyes, and at warp speed. A new face of agriculture can be found in urban settings framed by skyscrapers and urban warehouses rather than field and forests..."

~ Greenhouse Product News, October 2014

"...There's been a groundswell of new urban agricultural enterprises developed throughout the country... spurring innovative farmer entrepreneurs, community leaders, and city planners to rethink agriculture as a local community development tool..."

~ Inside Grower - September 2014

"Growth areas include gardeners in urban centers (up 29% in the past 5 years) and households participating in community gardens (up 200% over 5 years). Also, households with children increased participation in food gardening 25%..."

~ Green Profit - August 2014

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EASIER... HEALTHIER... SMARTER...



What Is It?

*A Simple Vertical
Aeroponic Gardening
System*

- 90% Less Water/Space
- No Soil or Weeds
- Fewer Pests
- Higher Yield
- Clean, Healthy Food
- Save Money
- Have Fun!



Why?

A better way to access truly local, earth-friendly, efficient, sustainable, nutrient-dense, clean and safe food, meeting the challenges of our changing food supply.

BEST PRACTICES

- 💧 *A Simple, Effective Method*
- 💧 *The Shortest Path to A Great Tower Garden®*

Best Practices is defined as: Methods or techniques found to be the most effective and practical means in achieving an objective (such as growing food) while making the optimum use of your resources.

We benefit by understanding the BP method and basic horticulture principles, becoming experts through experience.



THE FOUR BEST PRACTICES

The following four best practices will set us up for success, prevent challenges, troubleshoot problems, and harvest results.

1. Start Strong!



Know Your Zone





1. Start Strong!



BEST PRACTICES

1. Start Strong!

- ♦ Know Your Zone



Choose Your Crop





1. Start Strong!

BEST PRACTICES

1. Start Strong!

- ♦ Know Your Zone
- ♦ Choose Your Crop



Choose A Location



1. Start Strong!

BEST PRACTICES

1. Start Strong!

- ♦ Know Your Zone
- ♦ Choose Your Crop
- ♦ Choose A Location



Water and Testing



2. Hug Your Tower



- ♦ *Become A Detective*
- ♦ *Look for Changes - Color, Wilting, Debris, Foliage*
- ♦ *Experience = Expertise*

BEST PRACTICES

1. Start Strong!

- ♦ *Know Your Zone*
- ♦ *Choose Your Crop*
- ♦ *Choose A Location*
- ♦ *Water and Testing*



3. Be Responsive!



BEST PRACTICES

1. Start Strong!

- ♦ Know Your Zone
- ♦ Choose Your Crop
- ♦ Choose A Location
- ♦ Water and Testing

2. Hug Your Tower

- ♦ Become A Detective
- ♦ Look for Changes
- ♦ Experience = Expertise

- ♦ **Harvest - Eat Faster**
- ♦ **Troubleshoot - Process of Elimination**
- ♦ **Treat - Oil, Soap, Contact Spray, Bt**
- ♦ **Read - Tower Garden® Website, Google , Labels**





4. Plan Your Next Move!

BEST PRACTICES

1. Start Strong!

- ♦ Know Your Zone
- ♦ Choose Your Crop
- ♦ Choose A Location
- ♦ Water and Testing

2. Hug Your Tower

- ♦ Become A Detective
- ♦ Look for Changes
- ♦ Experience = Expertise

3. Be Responsive

- ♦ Harvest
- ♦ Troubleshoot
- ♦ Treat
- ♦ Read

♦ Consider the Season

- Cool Weather
- Growing Inside
- Greenhouse

♦ Plan A Crop

♦ Join A Community

♦ Share with Friends



BEST PRACTICES

1. Start Strong!

- ♦ Know Your Zone
- ♦ Choose Your Crop
- ♦ Choose A Location
- ♦ Water and Testing

2. Hug Your Tower

- ♦ Become A Detective
- ♦ Look for Changes
- ♦ Experience = Expertise

3. Be Responsive

- ♦ Harvest
- ♦ Troubleshoot
- ♦ Treat
- ♦ Read

4. Plan Your Next Move

- ♦ Consider the Season
- ♦ Plan A Crop
- ♦ Join A Community
- ♦ Share with Friends



Become A Locavore...



...And Harvest the Savings!



Vegetable Cost Comparison

Tower Garden® Yield vs. Store-Bought Produce



Tower Garden® 6 Month Yield \$796.00 vs. Initial Investment of \$737.00

Vegetable	Lowest Cost Surveyed		6 Month Yield 1 Tower	6 Month Harvest \$\$\$ - 1 Tower		6 Mo. Harvest \$\$\$ 3 Towers (3xYield)	
	Regular	Organic		Regular	Organic	Regular	Organic
Arugula (1)	\$3.29/4 oz.	\$5.29	2 pk/month	\$39.00	\$63.00	\$117.00	\$189.00
Herbs (small pak) (2) i.e. Basil, Chives, Dill	\$1.99 oz	\$4.00	2 types/2 oz. per week	\$102.00	\$208.00	\$306.00	\$624.00
Beans	\$.99 lb	\$3.20	4-5 lbs.	\$5.00	\$14.00	\$15.00	\$42.00
Cabbage/Bok Choi (1)	\$1.69/bch	\$3.50	3 Cuts/month	\$30.00	\$63.00	\$90.00	\$189.00
Celery (1)	\$1.19/hd.	\$3.99	2 Heads/month	\$14.00	\$28.00	\$42.00	\$84.00
Chard (1)	\$2.29/bch	\$4.00	Weekly Cut	\$59.00	\$104.00	\$177.00	\$312.00
Cucumber (1)	\$.79 ea	\$1.99	40	\$31.00	\$79.00	\$93.00	\$237.00
Eggplant (1)	\$2.00 ea	\$3.00	15	\$30.00	\$45.00	\$90.00	\$135.00
Kale (2)	\$1.49/bag	\$2.47	6 Cuts/month	\$54.00	\$89.00	\$162.00	\$267.00
Lettuce (5)	\$2.99/bag	\$4.79	3 cuts/month per plant	\$269.00	\$431.00	\$807.00	\$1,293.00
Bell Peppers (1)	\$.85 ea	\$2.00	18	\$15.00	\$36.00	\$45.00	\$108.00
Squash (1)	\$.95 ea	\$2.00	24	\$23.00	\$48.00	\$69.00	\$144.00
Tomatoes (1)	\$1.99 lb.	\$3.09 lb.	25#	\$50.00	\$77.00	\$150.00	\$231.00
Cherry Tomato (1)	3.00 pint	\$6.00	25 pints	\$75.00	\$150.00	\$225.00	\$450.00
Total TG Yield Over 6 Months				\$796.00	\$1,435.00	\$2,388.00	\$4,305.00

Costs based on 20 plants on Tower Garden® – Cost of seedlings is \$1.50 each +s/h.

Average seedling use per tower per 6 months = 30. Cost per 6 months = \$45 plus s/h

Vegetable Cost Comparison

Tower Garden® Yield vs. Store-Bought Produce



	1 Tower - 1st Year Initial Investment	1 Tower - Year 2 & Beyond Total Investment	3 Towers - 1st Year Initial Investment	3 Towers - Year 2 & Beyond Total Investment
Tower inc. S&H	\$575.00	\$0.00	\$1,850.00	\$0.00
Seedlings	\$90.00	\$90.00	\$270.00	\$270.00
Tonic	\$60.00	\$60.00	\$120.00	\$120.00
Water	Negligible \$	\$0.00	\$0.00	\$0.00
Electricity	\$12.00	\$12.00	\$36.00	\$36.00
Total	\$737.00	\$162.00	\$2,276.00	\$426.00

Let's Do the Math

1 Tower Savings Year One: \$855.00

1 Tower Savings Year 2 & Beyond: \$1,430.00

3 Tower Savings Year One: \$6,334.00

3 Tower Savings Year 2 & Beyond: \$8,184.00



We stand at the Crossroads of a Food Revolution, and Best Practices are the key to a Better Way to Grow Your Own Clean Food.

Let's choose to become the NEW Victory Garden, the Better Way to Healthy Living.

*Certified Seedling Provider
for the
Juice Plus+® Company
& Future Growing, LLC*

Thank You & Happy Tower Gardening!

