





atlurbanfarms.com

Presented by

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BEST PRACTICES

A Better Way to Grow Your Own Clean Food

TOWER GARDEN® 2.0

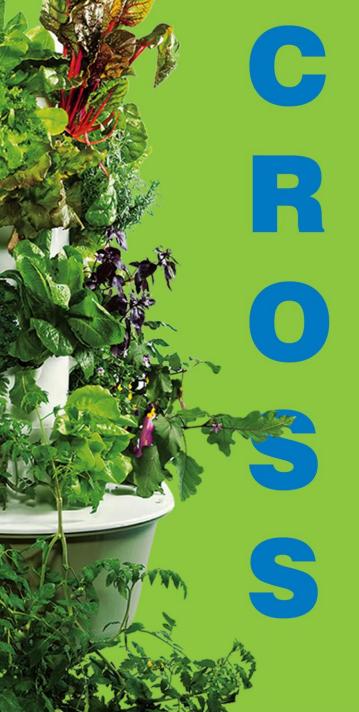


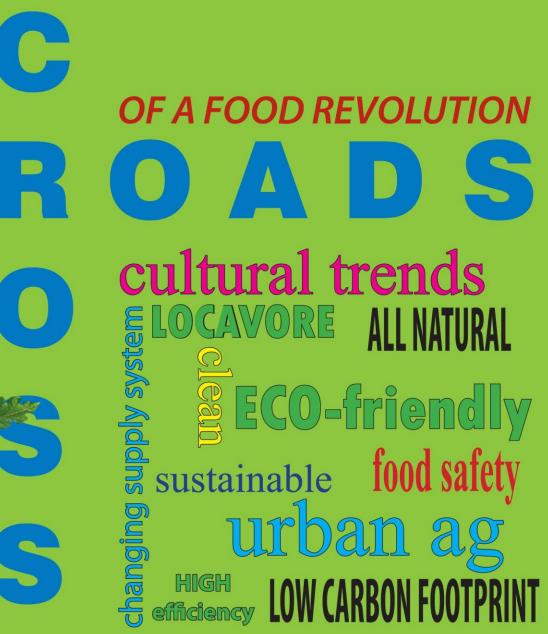














- Clean Food
- Truly Local
- Safe
- Sustainable
- Healthy









"...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

OF A FOOD REVOLUTION

OF A FOOD REVOLUTION

CULTURAL TRENDS

SUSTAINATURAL

SUSTA



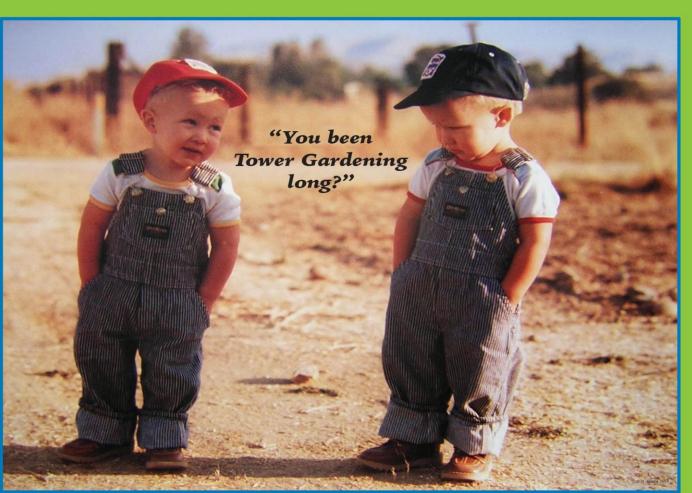
EASIER... HEALTHIER... SMARTER...



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.

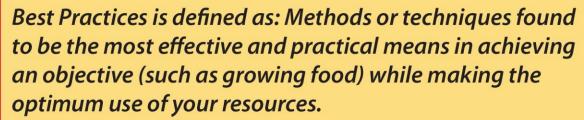






A Simple, Effective Method

♦ The Shortest Path to A Great Tower Garden®



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.

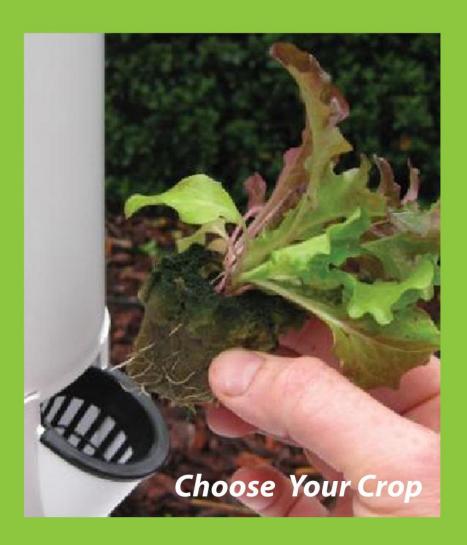
1. Start Strong!







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BEST PRACTICES

1. Start Strong! * Know Your Zone





1. Start Strong!





- 1. Start Strong!
 - Know Your Zone
 - Choose Your Crop







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 - Choose A Location







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 - Water and Testing







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 - Water and Testing
- 2. Hug Your Tower
 - Become A Detective
 - Look for Changes
 - Experience = Expertise







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- 3. Be Responsive
 - Harvest
 - Troubleshoot
 - Treat
 - * Read





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4. Plan Your Next Move

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















Vegetable Cost Comparison

Tower Garden® Yield vs. Store-Bought Produce



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

	Lowest Cost Surveyed		6 Month Yield 1 Tower	6 Month Harvest \$\$\$ - 1 Tower		6 Mo. Harvest \$\$\$ 3 Towers (3xYield)		
Vegetable	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!









