AeroFarms is a leading company in helping to address the global food crisis by building, owning, and operating local farms that grow flavorful, safe, and healthy food in a sustainable and socially responsible way. Their goal is to set a new standard for totally controlled agriculture. Adopting ‘cleantech’ such as aeroponics and LEDs, AeroFarms sets out to be the commercial leader for indoor vertical farming, by creating a growing environment without sun or soil. Built close to communities, these farms also reduce environmental harmful transportation. Currently, the company is building the world’s largest indoor farm in Newark, New Jersey, capable of producing nine million kilos of vegetables per annum when operating at full capacity; which uses their own proprietary growing techniques. They have three other farms in development worldwide.

KEY ELEMENTS:

- **AEROFARMS VISION:**
  - To be the world leader in local produce production
  - To transform our industry through technology innovation
  - To build and operate for-profit farms all over the world that deliver locally grown, safe and flavorful food
  - To have a positive impact in our world
  - To lead by example, creating an inspiring brand
  - To guide a culture that is engaging, collaborative and caring

- **TECHNICAL INNOVATION:** by using an aeroponic system of growing, AeroFarms will be able to produce up to 30 harvests per year. The grow cycle of lettuce in their system takes only 16 to 22 days. By growing pesticide-free and without soil, AeroFarms produces greens that are very clean at harvest. Plants will be growing under artificial Philips LED lights. The company has designed its aeroponics as a closed-looped system, recirculating a nutrient solution and using over 95% less water than field farming (source: http://aerofarms.com).
• **ORGANIC:** the aeroponic system patented by AeroFarms provides completely organic products. By removing soil from the growing of greens, they improve food safety by avoiding contaminated manure and irrigation water.

• **Channels:** at the moment they selling a small amount of products to local restaurants and local retailers.

• **MARKETING:** AeroFarms communicates to consumers with social media, media relations, and local networks, as well as corporate media such as their website. Messaging focuses on helping people care about their food, sustainability, local produce and the benefits of indoor grown crops.

• **FINANCE:** AeroFarms is financed by a combination of public, corporate and private venture capital, such as: 21 Ventures (Clean Tech incubator private), Quercus Trust (private), Prudential Financial (private), Urban Investment Group (private) and City of Newark (public).

• **PARTNERS:** core partners are RBH Group (commercial), Quercus Trust (commercial/private), Urban Investment Group (commercial/private group), Goldman Sachs (commercial/private), Prudential Financial (private finance), 21 Ventures (private finance), Cornell’s School (education and research), Ellen MacArthur Foundation (for environment and sustainability), and the City of Newark.

• **EMPLOYEES:** AeroFarms strives to deliver continual education and development for their staff. Their technology and growing techniques also require less labour than traditional farming. In collaboration with Cornell, AeroFarms provides students and researchers a practical location for research, testing and training. In their central location, they also intend to hire 70 persons from the local area.

**IMPACT – BUSINESS**

The owners believe that all investments will be returned in 3 – 4 years after the first full capacity production. The system requires 50 percent less labour than traditional production. The company also is leasing their patented technology for aeroponics to other farmers and horticultural companies.

**IMPACT - ENVIRONMENTAL AND SOCIAL**

AeroFarms has a GLOBALG.A.P. certification. AeroFarms does not use fossil fuels, harmful chemicals. By using organic waste, carbon footprint can be lowered and energy use is minimised (growing, transport etc.). AeroFarms is developing a system that will contribute to the sustainable production of vegetables.