Farmbox Greens is a small, family-owned, vertical farm situated in the city of Washington. Literally built on the grounds of his home, the urban farm produces organic microgreens using a hydroponic process. Founder and owner Dan Albert sells directly to local consumers, retailers and restaurants.

**IMPACT – BUSINESS**

Farmbox Greens is selling its brand products “Farmbox microgreens” for higher prices compared to average market rates for non-vertical farmed crops. This is due to the limited size of the farm. However, due to high demand the owner intends to expand and build additional facilities.

**IMPACT - ENVIRONMENTAL AND SOCIAL**

The production of plants in this way limits waste, the use of harmful chemicals, and reduces carbon footprint. The system of growing requires less production area, less water, and can optimise use of resources by delivering many harvests each year. Dan Albert’s farm is a great example of how vertical farming could become a common family-run business, without the need for large workforces, large investments, nor specialist transportation systems.

**KEY ELEMENTS:**

- **TECHNICAL INNOVATION:** microgreens grown by Farmbox Greens require just 7 days to maturity, which allows for many harvests during a year. They use a closed-loop hydroponic system with cotton on plastic floats. The system does not use chemicals, pesticides, herbicides and recycles all waste. Crops are grown under artificial LED lighting. The system uses renewable hydroelectric power.

- **ORGANIC:** the farm uses organic substrate, with no pesticides, or herbicides and a hydroponic system of cultivation to produce completely 100% organic crops. Channels: main channels for selling are local restaurants and local retailers. The company also sells directly to consumers via street markets and online.

- **MARKETING:** the family farm communicates to consumers through social media, their own website, street events, and from recommendations by buyers. Main messages are the ‘super local nature’ of their product and that it is high-quality food.

- **FINANCE:** this vertical farm is financed by entrepreneur Dan Albert using private capital.

- **PARTNERS:** currently, Farmbox Greens has a collaboration with Columbia University (for research and education) and Marx Food for marketing.

- **EMPLOYEES:** The farm has only two employees, the owner and his wife.