

WEEKLY DIGEST

THE TRUTH ABOUT BUILDING A SIX-FIGURE MICROGREENS BUSINESS

SUPRAS: AN INNOVATIVE WAY TO EXTRACT NUTRIENTS FROM MICROGREENS

CREATIVE RECIPES: Sardines, Avacado, and Radish Microgreens On Bolo de Caco

COMMERCIAL BEST PRACTICES: La Pousseraie in Nice wins the 4S Semeur d'Innovation 2024

CULTIVATION TECHNIQUES: Family-centric Ridgeway Garden Produce Puts on a Show

“Delivered to Your Inbox Every Monday,” your summary digest of the latest microgreens, urban, vertical farming, and new trends and exciting startup stories from around the world.



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Nutrition Science

SUPRAS: An Innovative Way to Extract Nutrients From Microgreens



The research on **supramolecular solvent-based extraction** (SUPRAS) optimization for **sango radish** and **kale microgreens** presents a cutting-edge approach with high extraction efficiency and environmental friendliness.

Supramolecular solvent-based extraction (SUPRAS) is a method used to extract specific compounds from plants by using specially designed solvents made of molecules that can form complex structures.

It can precisely extract things like **essential oils**, **natural pigments**, or bioactive

compounds such as **antioxidants**.

By utilizing [Taguchi's experimental design](#) and [artificial neural network modeling](#), the study successfully optimized extraction parameters to enhance antioxidant activity and phytochemical content.

The results indicated significant variability in extraction outcomes across different runs for both microgreens.

The study's innovative methodology, high accuracy in predicting parameters, and successful verification of predicted values highlight the potential for the efficient recovery of bioactive compounds from microgreens.

For **new microgreens businesses**, this research offers insights into leveraging **advanced green extraction technologies** to maximize the extraction of valuable **bioactive compounds**,

potentially enhancing product quality, nutritional benefits, and market competitiveness.

Implementing optimized SUPRAS extraction methods could lead to improved bioactive compound recovery, ultimately contributing to the production of high-quality functional foods and supplements.

Source: Vučetić A, Pezo L, Šovljanski O, Vulić J, Travičić V, Četković G, Čanadanović-Brunet J. Supramolecular Solvent-Based Extraction of Microgreens: Taguchi Design Coupled-ANN Multi-Objective Optimization. *Processes*. 2024; 12(7):1451. <https://doi.org/10.3390/pr12071451>

Creative Recipes

A Delicious, Nutritious, and Filling Bolo de Caco



I grew up eating sardines and avocados.

My mom used those old-time two-handled can openers, the ones you would squeeze with your left hand and turn the little ribbon with your right, and I hope it was sharp enough.

She'd pour the water off, pressing the cut tin top down on the sardines.

She'd crush the sardines along with finely chopped garlic and a little black pepper in a shallow dish.

Then, she would take a large, smooth, bright green avocado, cut from the tip in a circular motion, open it into two halves, and pull out the seed.

She would slice the avocado into thin, long strips onto a plate.

Then came the best part.

On a small plate, she would cut the round bread cakes in half, spread the sardines evenly on top of one half, cut a slice or two of avocado in half, and put on top.

She would hand me and my sister a plate.

We would put the other half of the bolo de caco and smack into our sandwich, washed down with some homemade limeade.

Bolo de caco is the traditional bread from [Madeira](#), and today, I want to share my mom's recipe with you but with a twist.

After trying several different microgreens, I settled on radish.

It added just that bit of peppery flavor that I liked.

Sardines, Avacado, and Radish Microgreens On Bolo de Caco

Serving Size: Approximately 2 oz (56.7 g) per piece

- Prep Time: 25 minutes
- Cook Time: 40 minutes
- Total Time: 2 hours 35 minutes
- Category: Bread
- Method: Skillet/Griddle Cooking

- Cuisine: Madeiran (Portuguese)
- Yield: 8 servings

Bolo do Caco Recipe



Ingredients:

- 4 cups all-purpose flour
- 1/2 cup sweet potato (about 1 medium sweet potato)

- 1 cup warm water (100-110°F)
- 1 packet active dry yeast (about 2 1/2 teaspoons)
- 1 teaspoon sugar
- 1 teaspoon salt
- 2 tablespoons olive oil

For Garlic Butter:

- 4 tablespoons unsalted butter, softened
- 3 cloves garlic, minced
- 1 tablespoon fresh parsley, chopped finely
- Salt to taste

Instructions:

Preparing the Dough:

1. Cook the Sweet Potato:

- Peel and cube the sweet potato.
- Boil in water until soft (about 10-15 minutes).
- Drain and mash the sweet potato until smooth. Let it cool down a bit.

2. Activate the Yeast:

- Combine the warm water, sugar, and yeast in a small bowl.

- Let it sit for about 5-10 minutes until foamy.

3. Mixing the Dough:

- In a large mixing bowl, combine the all-purpose flour and salt.
- Add in the mashed sweet potato and mix it slightly with the flour.
- Pour in the yeast mixture and olive oil.
- Mix the ingredients until a dough begins to form.

4. Kneading:

- Turn the dough onto a floured surface and knead for about 10 minutes until the dough is smooth and elastic.
- If the dough is too sticky, add more flour a little at a time.

5. First Rise:

- Place the dough in a lightly greased bowl, cover it with a damp cloth, and let it rise in a warm place for about 1 to 1.5 hours until it has doubled in size.

Shaping and Cooking:

1. **Shaping the Dough:**

- Punch down the dough to release the air.
- Divide the dough into 8 equal pieces.
- Shape each piece into a ball, then flatten it into a disk about 1/2-inch thick.

2. **Second Rise:**

- Place the disks on a floured surface, cover them again with a damp cloth, and let them rise for another 30 minutes.

3. **Cooking the Bread:**

- Heat a non-stick skillet or a flat griddle over medium heat.
- Cook each dough disk for about 5-7 minutes on each side until they are golden brown and fully cooked through.
- If the bread puffs up in the middle while cooking, press it gently with a spatula to flatten it out.

Preparing Garlic Butter:

1. **Garlic Butter:**

- In a small bowl, mix the softened butter, minced garlic, chopped parsley, and salt to taste.
- Spread this garlic butter on the warm Bolo do Caco before serving.

Serving:

- Serve Bolo do Caco warm, ideally with soups, stews, or just as a delicious snack with garlic butter.

Sardines, Avocado, and Radish Microgreens on Bolo de Caco

Ingredients:

- 4 pieces of Bolo de Caco, halved
- 1 ripe avocado, peeled and pitted
- 1 can of sardines in olive oil, drained
- 1 cup of radish microgreens
- 1 small red onion, thinly sliced
- 1 small lemon, cut into wedges

- Sea salt, to taste
- Black pepper, to taste
- Olive oil for drizzling



Instructions:

1. Prepare the Avocado:

- Mash the avocado in a bowl until smooth.
- Season with a pinch of sea salt and black pepper to taste.

2. Prepare the Sardines:

- Gently break the sardines into smaller pieces, removing any bones if preferred.

3. Assemble the Bolo de Caco:

- Place the Bolo de Caco halves on a serving platter.
- Spread a generous layer of mashed avocado on each half.

4. Add Sardines:

- Place pieces of sardines on top of the avocado spread.

5. Add Red Onion and Microgreens:

- Distribute the thinly sliced red onion evenly over the sardines.
- Top with a handful of radish microgreens.

6. Final Touches:

- Drizzle a small amount of olive oil over the assembled Bolo de Caco.
- Serve with lemon wedges on the side for squeezing over the top.

7. Serve:

- Enjoy your Sardines, Avocado, and Radish Microgreens on Bolo de Caco as a delightful appetizer or light meal.

Optional:

- For added flavor, you can sprinkle a bit of smoked paprika or chili flakes over the top before serving.
- Pair with a light, crisp white wine for a refreshing accompaniment.

Nutrition Tips:

- **Sardines** provide an excellent source of omega-3 fatty acids, which are beneficial for heart health.
- **Avocado** is rich in healthy fats, vitamins, and minerals, supporting overall well-being.
- **Radish microgreens** are nutrient-dense, adding a peppery flavor and a boost of vitamins A, C, and K.

Enjoy your delicious and nutritious creation!

Community News

Technology & Microgreens? Waterford City, Ireland



The growing interest in microgreens worldwide can be attributed to their high nutritional value, intense flavors, and ease of cultivation in small spaces.

Microgreens are increasingly popular due to their potential health benefits and versatility in culinary applications.

A tech research institute like the Walton Institute (SETU) is interested in microgreens for several reasons:

Research Opportunities: Studying the growth patterns, nutritional content, and cultivation methods of

microgreens can provide valuable research opportunities for a tech research institute.

Technology Integration: Developing innovative technologies such as interactive plant sensors or automated growing systems for microgreens aligns with the institute's focus on technology research and implementation.

Sustainability and Food Security: Microgreens can play a role in sustainable food production and urban farming, which are areas of growing importance globally. Tech research institutes may be interested in exploring how microgreens can contribute to enhancing food security.

Collaborative Initiatives: Partnering with libraries or community organizations to educate the public on growing microgreens can foster community engagement and promote science outreach, which aligns with the institute's

goals of knowledge dissemination.

Source: Walton Institute (n.d.). Home - Walton Institute - SETU. <https://waterfordlibraries.ie/growing-microgreens-at-home-workshop/>

Templates and Guides for the Successful Marketing of Microgreens.

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The Featured Article

The Truth About Building a Six-Figure Microgreens Business



Have you been dreaming, thinking, or planning to start a microgreens business? Maybe you've heard stories or watched videos of online farmers supposedly raking in six figures and thought, "That could be me!" Well, buckle up because I'm about to take you on a journey through the real world of microgreens entrepreneurship.

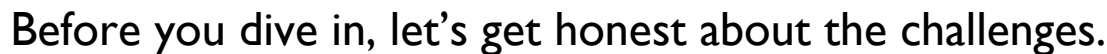
The Green Gold Rush

Let's talk numbers. The global microgreens market was valued at a whopping \$1.73 billion in 2023, with projections to hit \$3.77 billion by 2030. Sounds promising, right? But here's the kicker: big players like FreshOrigins, Madar Farms, and AeroFarms dominate nearly 60% of the market.

Fighting for a slice of the remaining \$692 million pie. It's not a small change, but it's not exactly easy pickings either.

With roughly 3,000-4,000 small microgreens businesses in the U.S. competing for about \$231 million in revenue, opportunities abound for those willing to put in the work.

Reality Check: The Six-Figure Dream



Now, I've started over a dozen businesses. Only three made money, including my thriving Nanny's Farm and Microgreens World.

The chances of grossing \$100,000 in your first year are slim - less than 0.1%. In fact, according to the U.S. Small Business Administration, only three in five small businesses survive past the two-year mark.

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Does that mean you should give up? Absolutely not! But it does mean you need to approach this with your eyes wide open.

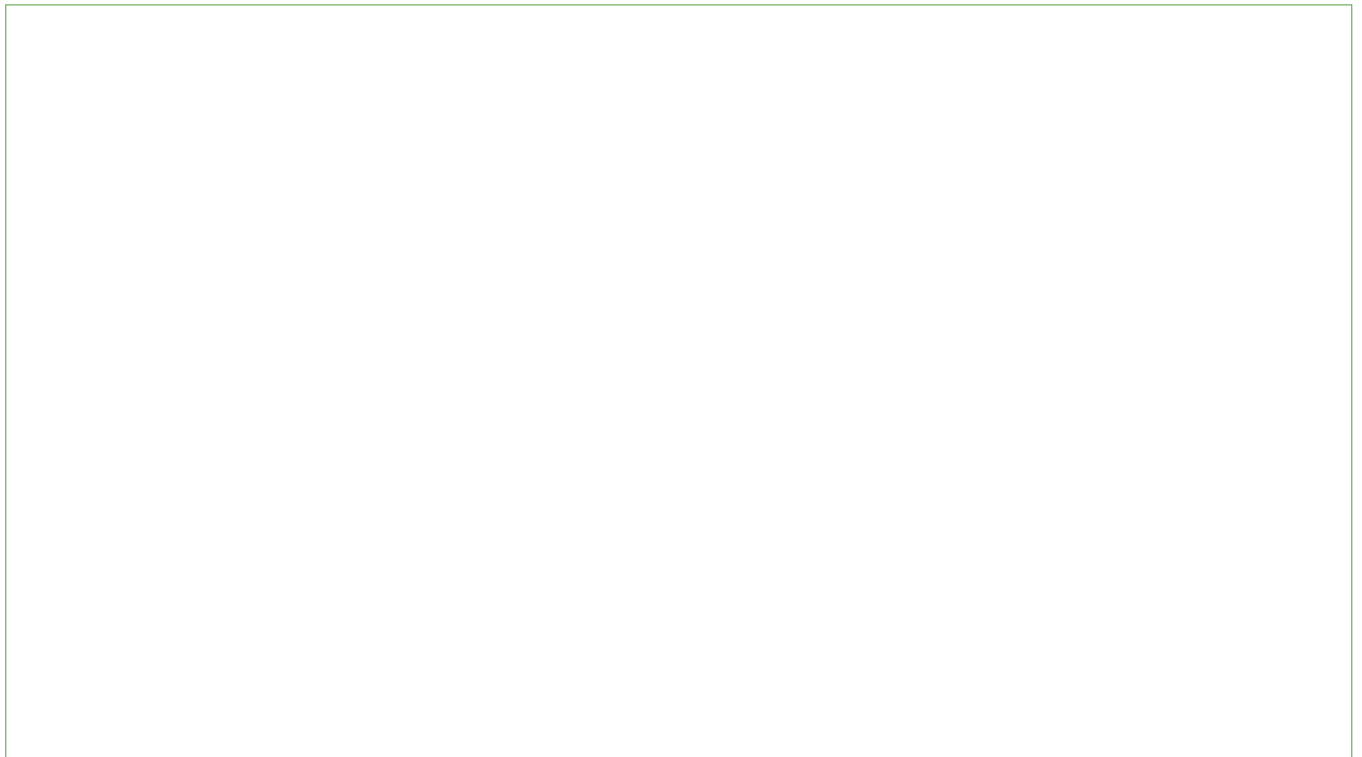
So, what's a realistic goal?

Could you be satisfied with \$20,000 to \$25,000 a year after expenses, reinvestment, and taxes? Remember, to reach six figures, you'll need to dominate your local market. For seven figures, you're looking at regional dominance.

What's the secret ingredient to small business success, especially in the microgreens business?

The Secret Sauce of Success

Let me break it down for you.



<https://www.katu.com/afternoon-live/lifestyle-health/growing-microgreens?video=c128d932603e44869d2098a28fdd93d>

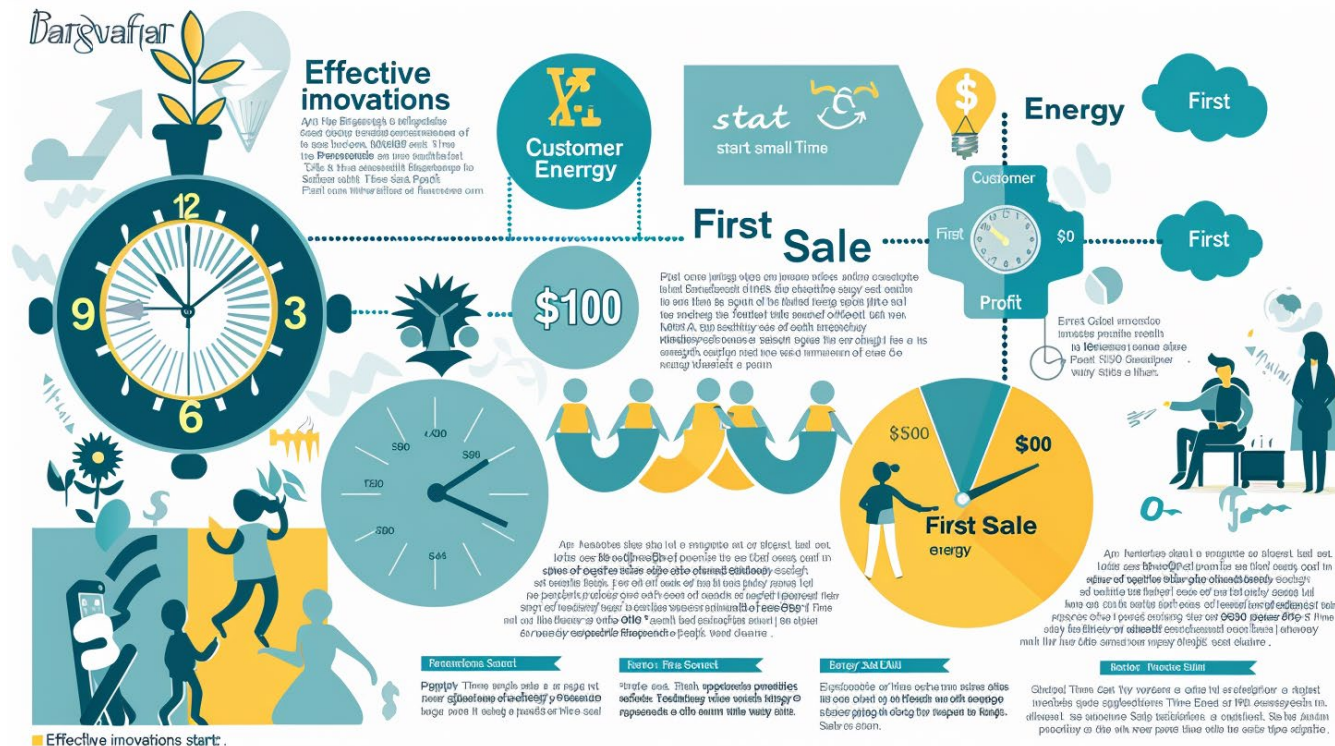
Time, Money, and Energy

Remember what Peter Drucker said? “Effective innovations start small.”

I started businesses when my kids were toddlers and teenagers, and now as an “empty-nester.” It only gets easier because you have more time. If you can’t find 15-20 hours a week to devote exclusively to your business on a consistent weekly basis, don’t start. You will only disappoint and frustrate yourself.

Even if you try pacing yourself, 1-2 hours a night or day, plus 5-10 hours on the weekend, where will you find that time? What will you give up?

Energy is inversely proportional to time. Sorry, that's the mathematician in me.



More time, less energy. More energy, less time.

Okay, you only have an hour in the early morning. Then, it's planting five trays and tending to five more. Sending emails to schedule this

weekend's farmers market setup. Planning, who takes the kids to piano and soccer?










And where is that extra money coming from?

Get the picture? If you're going to start a business, start small, like Dr. Drucker says. Focus on making sure you know how to grow using good agricultural practices and you have a food safety down pat. Set yourself up for success.

And one more thing about time. It's going to take you twice or five times as long as you thought you would to meet those initial goals: *first customer, first sale, first 100 dollars of profit.*

Now, how do you start scaling?

The Business Model Canvas

Business Model Canvas		Designed for: JPure Farm	Designed by: Andrew Neves	Date: 13/05/2018	Version: 2.0
Key Partners  <ul style="list-style-type: none"> Seed Companies University Agricultural Departments Amazon stores Farmers' Markets COMPETITION <ul style="list-style-type: none"> Certified organic vegetables 	Key Activities  <ul style="list-style-type: none"> Research (Nutrition, Growing, Safety) Growing Harvesting Packaging Distribution Marketing <ul style="list-style-type: none"> Building awareness and changing habits 	Value Propositions  <ul style="list-style-type: none"> More frequent delivery More exotic mixtures Better taste variety Less expensive Certified organic Longer shelf life Product Quality, Safety, and Consistency 	Customer Relationships  <ul style="list-style-type: none"> Sales Visits Free PR (Radio) Social Media Store Displays Online (Web) 	Customer Segments  <ul style="list-style-type: none"> Upscale Chefs Upscale Restaurants Vegetarian Restaurants Premium Grocers Grocer Produce Buyers General Public (Local) EARLY ADOPTERS <ul style="list-style-type: none"> New Cuisine Chefs 	
	Key Resources  <ul style="list-style-type: none"> Farm Helpers Delivery Drivers Agricultural Scientists Brand Capital (Loan) Refrigeration 		Channels  <ul style="list-style-type: none"> Direct Sales Health Food Coaches Dieticians Nutritionists Naturopathic Doctors Online (Web) 		
Cost Structure  <ul style="list-style-type: none"> Greenhouse, equipment, utilities, Soil, seed, fertilizer, compostable trays, boxes, labels Growing expertise and Labor Selling, General and Administrative Expenses Software and Services Legal and Regulatory 		Revenue Streams  <ul style="list-style-type: none"> Produce Delivery Charges Consulting Licensing 			

Designed by: The Business Model Inventory (www.businessmodelgeneration.com/canvas). PowerPoint implementation by: Nevo Shoshani-Livshin (<https://nevoschrones.com>). License: CC BY-SA 3.0

This isn't your grandpa's business plan. It's your roadmap to success. Who are your customers? What makes your microgreens unique? How will you make money? These are the questions you need to answer.

I cover this in-depth in my free email course, so be sure to check that out.

SIGN UP: [Email Course - Your Commerical Microgreens Startup | Microgreens World](#)

Any business plan you create is a work of fiction unless you have at least 10 customers. Why? You will only disappoint and frustrate yourself when trying to meet three- or five-year projections. The first two years of business are all about survival – staying in the game.

Are you ready to start up your microgreens business? The **Business Model Canvas (BMC)** is your secret weapon. But what makes it so powerful?

First, it replaces the traditional business plan with a more dynamic approach. How? By focusing on nine crucial elements that form the backbone of your business strategy.

- Let's start with **Customer Segments**. Who are your ideal customers? Begin with family and friends, then expand to farmers' markets, then online, and then upscale chefs and premium grocers. But why stop there?
- Next, consider your **Key Activities**. What's essential for success? Mastering cultivation, harvesting, and distribution are just the beginning. But how will you stand out?
- That's where your **Value Proposition** comes in. What makes your microgreens special? Is it organic certification? Unique blends? Longer shelf-life? The choice is yours.

- Now, how will you make money? **Revenue Streams** are crucial. Think beyond direct sales. Have you considered consulting or licensing opportunities?
- But wait, there's more! **Customer Relationships** and **Channels** are vital. How will you connect with your audience? Social media, direct sales, or through health food coaches?
- Don't forget about **Key Partners** and **Resources**. Who can help you succeed? What do you need to make it happen?
- Finally, understand your **Cost Structure**. What expenses will you face? From production costs to legal regulations, every detail matters.

Ready to put it all together? Click the button below to start.

SIGN UP: [Email Course - Your Commerical Microgreens Startup | Microgreens World](#)



The BMC gives you a comprehensive framework to strategize and succeed. So, are you prepared to take your microgreens business to the next level?

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Seven Key Skills

Over the past year, I have been working on a new startup dedicated to helping small businesses not just survive but thrive.

Ever wondered what separates thriving microgreen farms from those that struggle? It all comes down to mastering seven essential skills. Let's dive in and see how each one can transform your microgreens business.

- Customer Experience
- Finance, Leadership
- Technology
- Innovation
- Marketing
- Talent Development

They form the foundation of a thriving enterprise.

“The division of labor is limited by the extent of the market.” – Adam Smith.

First up is **Customer Experience**. But what does that mean for a microgreens farmer? It's all about delivering freshness and quality that exceeds expectations. Imagine packaging your microgreens in eco-friendly containers that preserve crispness. Picture including recipe cards with each order to inspire your customers.

Can you see how these small touches could set you apart?

Now, let's talk **Finance**. You might think it's all about counting pennies, but there's more to it. Have you considered how proper

financial management could help you invest in that high-efficiency LED lighting system? Or how it could help you time your expansion just right?

Mastering your finances isn't just about survival – it's about seizing opportunities for growth.

Leadership might seem like a big word for a small farm, but here's the thing: even if you're a one-person operation, you're leading your business. So ask yourself: are you setting clear goals? Are you making tough decisions when needed?

Your leadership will determine whether your farm flourishes or flounders.



Next up is **Technology**. Now, you might be thinking, “I’m growing plants, not coding software!” But here’s the secret: smart tech use can revolutionize your farm. Have you thought about using automated watering systems to ensure consistent moisture levels? What about

inventory management software to track your seed usage and harvests?

The right tech can free you up to focus on what matters most – growing amazing microgreens.

Innovation is where things get exciting. You're not just a farmer; you're a problem solver. Could you develop a unique blend of microgreens that local chefs can't resist? Maybe you could pioneer a new growing technique that boosts yields?

Innovation is your ticket to standing out in a crowded market.

Marketing might make you groan, but here's the truth: the best microgreens in the world won't sell themselves. So, how can you get creative? Have you considered partnering with local food bloggers for promotions? What about offering microgreen workshops to build your brand?

Effective marketing turns your passion into profit.

Last but not least, let's talk about **Talent Development**. You might be thinking, "But I work alone!" Here's the thing: your talents need nurturing too. Could you attend a workshop on advanced hydroponic techniques?

Maybe take a course on business management? Investing in your skills is investing in your farm's future.

So there you have it – seven key skills that can transform your microgreens farm from surviving to thriving. But here's the million-dollar question: which skill will you focus on developing first?

But we all come to starting a business with different skills, strengths, and weaknesses.

There is one more ingredient for thriving.

The image displays a collection of 12 posters for a business coach, arranged in a grid-like fashion. Each poster has a unique design with various icons, charts, and text.

- Poster 1 (Top Left):** Features a large 'A' and the text 'key / skills'. It includes a small circular chart with three segments.
- Poster 2 (Top Center):** Titled 'A Business Coach', it shows a large gear with a central circle and the text 'the key to the business'.
- Poster 3 (Top Right):** Titled 'A Business Coach', it features a large '7' and the text 'key areas of business'. It includes a small circular chart with seven segments.
- Poster 4 (Middle Left):** Titled 'it your busins invessand acknes', it shows a large circular chart with three segments.
- Poster 5 (Middle Center):** Titled 'The key to the business', it features a large gear with a central circle and the text 'the key to the business'.
- Poster 6 (Middle Right):** Titled 'A Business Coach', it features a large '7' and the text 'key areas of business'. It includes a small circular chart with seven segments.
- Poster 7 (Bottom Left):** Titled 'Rez0 n o urvey WNEED K OPS AW', it features a large female symbol and a circular chart with three segments.
- Poster 8 (Bottom Center):** Titled 'The Sugren', it features a large '7' and the text 'to rvertuk'. It includes a small circular chart with seven segments.
- Poster 9 (Bottom Right):** Titled 'A Business Coach', it features a large '7' and the text 'key areas of business'. It includes a small circular chart with seven segments.

Mentoring is not coaching. We all should have mentors. People who we can seek out for advice and guidance.

But all the people at the top of their game that I know, sports or business, have a paid coach. The coach's job?

To hold you accountable. To listen and understand the intricacies of your business. To keep you in the success mindset.

To remind you that it takes more than time, energy, and money.

They guide you through those 9 key areas of your business roadmap.

They keep you focused on building your 7 key skills.

Trust me, it's worth the investment.

Community

You can't do this alone. You need a community of like-minded individuals.

They don't all have to be farmers or microgreens growers. And it can't be all online via Zoom. You would be surprised how many small farms are in your local county. Create a community!

Connect with other local farmers, join online forums, and attend workshops. Building a solid network can open doors you never knew existed.

The Seed of Your Success

So, is starting a microgreens business worth it? If you're willing to put in the work, absolutely. Will you hit six figures overnight? Probably not. But with patience, persistence, and the right strategies, you could be well on your way to a thriving farm.

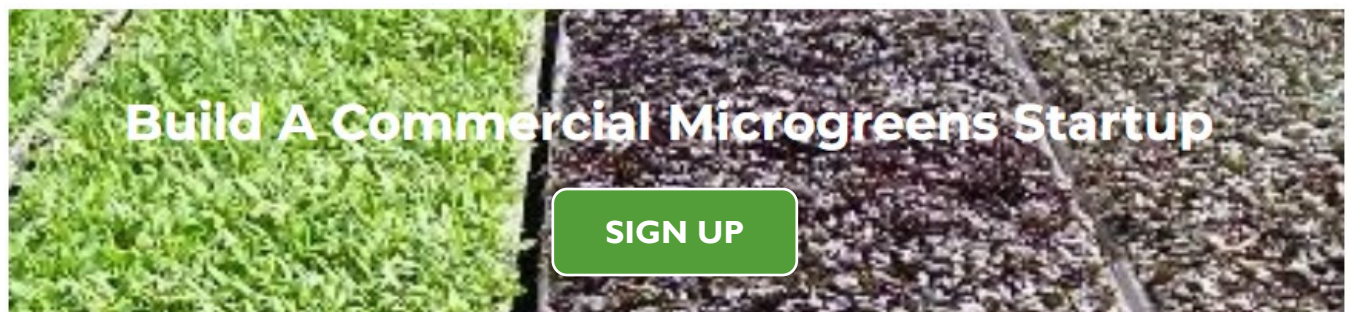
Remember, I started Nanny's Farm when my kids were teenagers. If I could do it then, imagine what you could achieve now. It's not a get-rich-quick scheme, but the rewards - both financial and personal - can be incredible.

Ready to take the next step?

Sign up for my [free email course](#), where we'll dig deeper into the Business Model Canvas and set you up for success.

It's packed with practical advice to help you avoid common pitfalls and fast-track your growth.

Your microgreens empire is waiting. Are you ready to plant that first seed?



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Evidence-based Expertise

Evolving Food Safety Practices in Response to Growth in Fresh Prepared Foods



Morgan and Craigwell-Graham (2024) emphasize the increasing focus on food safety and shelf life in the production of **fresh prepared foods (FPF)** due to growing demand post-COVID-19.

Retailers are investing in **FPF** to **attract new consumers**, differentiate themselves, and enhance profitability, highlighting the significance of quality and consistency at scale.

Producers in the FPF market are adopting technologies like high-pressure processing (HPP) and **modified atmosphere packaging (MAP)** to extend shelf life and ensure food safety.

These practices align with the trends favoring **locally sourced, organic produce**, and sustainable growing methods.

For **microgreens growers**, this shift towards stringent food safety standards and enhanced shelf life is crucial.

As microgreens are increasingly used as **ingredients in value-added products** like ready-to-eat salads and meal kits, adherence to these safety measures can facilitate market expansion and differentiation.

Moreover, the growing preference for locally sourced and organic produce necessitates sustainable growing practices for microgreens.

By aligning with these trends and implementing **advanced technologies** for food safety and shelf life extension, microgreens growers can meet **consumer demands**, enhance product quality, and capitalize on market opportunities while ensuring sustainability.

Source: Morgan, C., & Craigwell-Graham, J. (2024). Evolving Food Safety Practices in Response to Growth in Fresh Prepared Foods. Food Safety Magazine. <https://www.food-safety.com/articles/9551-evolving-food-safety-practices-in-response-to-growth-in-fresh-prepared-foods>

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Commercial Best Practices

La Pousseraie in Nice is one of the winners of the 4S Semeur d'Innovation 2024



French vertical indoor farm La Pousseraie in Nice has won the prestigious 4S Semeur d'Innovation 2024 competition organized by Crédit Mutuel Méditerranéen.

[La Pousseraie](#) utilizes aquaponics to grow

microgreens innovatively and sustainably.

The competition, which attracted around 100 projects, focuses on environmental, solidarity, cultural, and territorial aspects.

La Pousseraie's vertical farm combines aquaponics for plant cultivation and fish farming, supplying microgreens to over 100 restaurants in the region.

The founders, Juliette Willier, Blanche Duncombe, and Damien Willier, have successfully demonstrated how agricultural innovation can align with sustainability and economic success.

The Semeurs d'Innovation Forum brought all 64 national winners together to exchange experiences and highlight positive impact ideas in areas like environment, solidarity, territories, and culture.

The Crédit Mutuel's "4S Semeur d'innovation" competition aims to showcase projects focusing

on the environment, solidarity, culture, and territory. It attracted numerous entries, with La Pousseraie being one of the regional winners selected for its innovative use of aquaponics in growing microgreens.

Source: Invest in Côte d'Azur. (2024, July 14). La Pousseraie in Nice is one of the winners of the 4S Semeur d'Innovation 2024. <https://www.investincotedazur.com/en/la-pousseraie-in-nice-is-one-of-the-winners-of-the-4s-semeur-dinnovation-2024/>

Cultivation Techniques

Ridgeway Garden Produce Puts on a Show



Explore the journey of Kim and Lance Samuels, farmers from Ridgeway, South Carolina, showcasing their locally sourced and naturally grown produce at

the Richland County Main Library.

The event featured a cooking demonstration by Kim using vegetables from their [Bushels and Bags farm](#).

The couple's venture into farming stemmed from their background as personal trainers, emphasizing the importance of nutrition for overall health.

They transitioned from personal gardening to a successful farm operation, focusing on microgreens and traditional vegetables.

Kim and Lance employ sustainable farming practices like no-till farming, companion planting, and using a walk-behind tractor, avoiding chemical use and promoting soil health.

Their dedication to producing nutrient-dense food led to their farm's growth and provision of fresh produce to the community through farmers' markets and CSA subscriptions.

The family-centric business involves their children in farm activities, fostering a sense of collaboration and shared responsibility.

The Samuels' commitment to healthy eating is reflected in their farm's expansion and positive community reception.

Customers can access their produce through various channels, including farmers' markets and restaurant sales.

Their success story highlights the increasing interest in locally sourced, fresh, and nutritious food options.

Source: McCown, D. (2024, July 11). Ridgeway Garden Produce Puts on a Show. The Voice of Blythewood & Fairfield County. Retrieved from <https://www.blythewoodonline.com/2024/07/ridgeway-garden-produce-puts-on-a-show/>

Emerging Industry News

AeroFarms makes microgreens a kitchen staple with recipes that tap into 'trends, not fads.'



At the recent Digital Food & Beverage event in Palm Springs, California, vertical farming company AeroFarms showcased the diverse applications of microgreens beyond salads through recipes at a recent event.

By categorizing their products based on flavor attributes using FlavorSpectrum™, they tailored recipes for specific occasions, enhancing consumer education and usage.

This strategy aims to connect recipes with enduring food trends rather than fleeting fads.

The favorable implication is increased consumer interest in microgreens and diversified product applications.

However, small microgreen growers may face challenges in

quickly adapting to market shifts and creating unique products to meet changing consumer demands.

AeroFarms' focus on long-term trends may require small growers to be agile and innovative to stay competitive.

Overall, AeroFarms' approach highlights the importance of innovation and consumer-centric strategies in the microgreens industry.

Considering the article's insights and AeroFarms' strategy, it underscores the need for small growers to stay abreast of market trends and consumer preferences to sustain growth and competitiveness in the evolving microgreens market landscape.

Source: Daily, R. (2024, July 8). AeroFarms makes microgreens a kitchen staple with recipes that tap into 'trends, not fads.' FoodNavigator-USA. <https://www.foodnavigator-usa.com/Article/2024/07/08/aerofarms-makes-microgreens-a-kitchen-staple-with-recipes-that-tap-into-trends-not-fads>

Learn all the essential aspects of growing microgreens successfully!



Instructor: M.S. Karla Garcia

- Hort Americas Technical Service
- Master in Plant Sciences from The University of Arizona
- Recognition by ISHS in strawberry hydroponic research
- Editor: Book Roadmap to Growing Leafy Greens and Herbs
- CEO at Microgreens FLN

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