

THE MICROGREENS WEEKLY

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

An Online Farmers Market? A Small-scale, Community-based Farm Store.

This Week: Monday, March 04, 2024

The Vertical Farming Manifesto



On September 20, 2022, some of the top vertical farming companies signed the first

[Vertical Farming Manifesto](#) and [Identity Statement](#) - both explicit and bold industry standards.

The documents illustrate the impact and contribution to be made by the industry for transforming existing food systems with a view to solving one of humanity's most pressing challenges, which is feeding an ever-increasing population in terms of

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Sustainable, sufficient circular
Production.

AeroFarms, one of the top two
microgreens producers in the
U.S., had this to say,

“Since Day 1, AeroFarms has
been proud to pioneer and
lead indoor vertical farming
that has now blossomed into a
major force to address our
agriculture and climate
challenges. As Certified B
Corp, we are proud to serve
as a catalyst to advance our
industry forward as a
collective as we continue our
mission to grow the best
plants possible for the
betterment of humanity.” –
David Rosenberg, CEO and
Co-Founder of AeroFarms.

The Manifesto continues, “We
believe that vertical farming can
make an important contribution
to transforming our food
systems and to making them
future-proof. By decoupling
ecosystem destruction from

food production through
technological means, we
reimagine farming from the
ground up and are part of the
solution to one of humanity’s
toughest challenges, while
reducing the negative impact on
the planet.”

The global vertical farming
market has been steadily
growing in recent years, with
the market expected to surpass
USD 30bn by 2030. [InFarm
News](#)

***The quest for a negative
carbon footprint - REAL
solutions***



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The carbon footprint for the average American adult is 30 tons per year. Erasing your footprint can be easy. Some solutions have less impact than you might think.

- Switching to an Electric Car: *2 tons*
- Washing Laundry with Cold Water and Drying with a Line or a Rack: *4 tons*
- Switching All the Lights in Your House to LEDs: *0.04 tons*
- Going Pooless (Showering Without Soap or Shampoo, AKA “Pure Water”): *0.25 tons*
- **Growing 90% of Your Own Food: *10 tons***
- Heating Choices: If you live in a colder climate, your heating choices are probably more than half of your total carbon footprint: *15 tons*
- Eating an Apple a Day: If you put the seeds in your pocket, then plant those seeds when you get a chance: *100 tons*.

[Wheaton Labs: A place of permaculture experimentation and home to many Mad Scientists!](#)

Microgreens and Sleep Apnea



Sleep apnea involves breathing interruptions during sleep, with obstructive sleep apnea (OSA) caused by airway obstructions and anatomical issues. Excess weight worsens OSA and is linked to cardiovascular disease, diabetes, and cancer. Genetic, metabolic, and dietary factors influence OSA.

A healthy plant-based diet is associated with lower OSA risk,

while unhealthy plant-based diets increase risk. Integrating healthier plant-sourced foods, limiting processed and animal-based foods, and increasing whole-plant foods are beneficial for OSA management.

This study continues to confirm how adding nutrient-dense foods like microgreens to your diet is so very important. Essential nutrients like magnesium, potassium, vitamin C, antioxidants, and omega-3 fatty acids in microgreens and other plant-based foods benefit sleep apnea.

Studies show that plant-based diets correlate with reduced sleep apnea symptoms, lower severity, improved weight management, better breathing during sleep, and reduced risk of developing sleep apnea.

Besides microgreens, include fruits, vegetables, whole grains, plant-based protein sources

(legumes, nuts), herbs/spices for flavor, hydrate with water, avoid processed foods with excessive saturated fats, and ensure adequate fiber, vitamins and minerals for better sleep apnea management. [Eating a healthy plant-based diet may make sleep apnea less likely. Medical News Today, 2024-02-27](#)

Government Support for Greenhouse Farmers and The Rise of Startups Driving Microgreens Markets



The global microgreens market continues to see more significant growth, expanding from \$1.3 billion in 2019 to a projected \$2.2 billion by 2028,

with a robust compound annual growth rate (CAGR) of 11.1%.

Key findings indicate the arugula microgreens segment was valued at \$205.6 million in 2019 and is expected to reach \$308.3 million by 2028.

The commercial greenhouse farming segment is projected to grow to \$642.6 million by 2028, with a CAGR of 9.9%.

Europe, valued at \$415.5 million in 2019, is anticipated to reach \$640.3 million by 2028, driven by government support for greenhouse farmers and the rise of startups in the region.

The market is witnessing trends such as the increasing adoption of protected cultivation, **government assistance to farmers, and the growing use of microgreens in the food services industry for flavor and texture**

enhancement. The COVID-19 pandemic has impacted the supply chain, particularly affecting restaurants and the food & beverage sector.

Market segmentation includes various types of microgreens such as broccoli, cabbage, and basil, different farming methods like indoor vertical farming and commercial greenhouses, and diverse end users, including retail and food service sectors.

Key players in the industry are focusing on product launches and business expansion strategies to enhance their market share and competitiveness.

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UNLOCK MARKETING
SUCCESS FOR YOUR
MICROGREENS BUSINESS
A Marketing Plan for Your Digital Business

GET THE PLAN NOW!

Featured Article

Want to start a low-budget, low-risk food-hub adjacent initiative in your area that sells and promotes microgreens?



PHOTO COURTESY OF GROWING FOR MARKET

That has been working for Jason Townsend, owner of Kingfisher Farm, in a small upstate New York market, and he thinks it could also work for many of you.

We put tons of storage crops in walk-in coolers each fall and also grow microgreens. I feel confident selling a large portion of this through LFMV and rarely have to resort to taking a true wholesale price from other outlets.

It is a local, farmer-driven, full-plate sales outlet. It is a very flexible setup and doesn't need any significant investments or grants to get it going.

If you're a microgreens business and it is a side hustle or not, you could easily pull together a group of other willing farmers in your area.

In 2022, a local teacher, now the Executive Director of the Farmers Market Federation of New York, started Local Foods Mohawk Valley (LFMV).

The Online Farmers Market operates as a simplified online sales platform that acts as a scaled-down food hub/farm stop.



Here's a breakdown of how it operates:

The online platform is inexpensive and responsive, providing unlimited space for adding new vendors. There is a cross-section of the local farming community, including vegetable growers, dairy farmers, pastured meat producers, honey and maple syrup farms, and bakers. The selection aimed to avoid similar farms stepping on each other's toes.

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Each farmer has full access to the website, with the ability to create a password-protected account to control inventory, item descriptions, photos, and pricing. Farmers determine what gets listed on a week-to-week basis and pricing.

The initiative started from an email list, which has steadily grown. Participating farmers have contributed contacts to this email list, and various marketing strategies have been employed, such as email, social media, word of mouth, and paper brochures.

The market distributes once per week from a chosen site. The original distribution site was in a church with a large open entrance space and ample parking, for which a monthly fee was paid.

The administrator handles payments and writes checks to vendors on a monthly basis. The system has been well-received by both vendors and customers, providing expanded sales outlets with minimal effort for vendors and offering customers a standard of local produce they are thrilled about.

Overall, the Online Farmers Market provides a means for farmers to sell their products through an online platform, with each farmer having control over their inventory and pricing.

Jason Townsend is the owner of Kingfisher Farm, a certified organic vegetable and fruit farm near Utica, NY.

[March 2024 Growing for Market Magazine. Read more ...](#)

Learn about Tufts University's efforts to integrate food-based nutrition programs into the health care system.



The newly founded Food is Medicine Institute, based at the Friedman School of Nutrition Science and Policy at Tufts University, is pioneering efforts to integrate food-based nutrition interventions into healthcare to address health disparities and improve patient outcomes.

The Institute focuses on scalable interventions like medically tailored meals. It

produces prescriptions to treat and prevent diet-related illnesses such as heart disease, diabetes, and certain cancers. Inadequate diet is a significant global health risk, with poor nutrition being the leading cause of poor health in the U.S., costing over \$1.1 trillion annually.

The Institute aims to advance research, patient care, community engagement, and policy initiatives nationwide.

By collaborating with organizations like Kaiser Permanente, John Hancock, and Google, the Institute is developing innovative clinical trials to assess the impact of food-based interventions on patients with diabetes and high-risk pregnancies.

Through its interdisciplinary approach and partnerships, the Food Medicine Institute is at the forefront of transforming healthcare delivery by

recognizing the critical link between nutrition and health.

[March 2024, Produce Growers Magazine.](#)

Microgreens Teacher Kit Grades 1-4 in North Dakota



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The North Dakota Department of Agriculture (NDDA) received federal funding through the Specialty Crop Block Grant Program to provide schools with a STEM learning opportunity. This grant will enable NDDA to provide microgreen kits to a limited number of schools interested in

incorporating this into their curriculum.

Schools interested in receiving a microgreens kit can fill out the application below. The application deadline is Thursday, March 7, 2024. Selected schools will then be notified via email shortly after that if their application is successful. Microgreens kits are on a first-come, first-served basis, as a limited number of kits are available.

High-value Crops are the Future of Vertical Farms



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Microgreens are one of South Dakota's unique year-round crops. Celebrate these edible seedlings at the upcoming Mighty Microgreens Superfood Event with Dakota Fresh Food Hub. This farmer-owned collective markets and distributes local foods in Southeast South Dakota. Sanaa's Gourmet Mediterranean restaurant in Sioux Falls will host the event on Friday, March 15, 2024, from 10 a.m. to 3 p.m. This 'Fresher is Fun' event is the fifth of eight retail events in the state promoting the purchasing of South Dakota-grown specialty crops. Specialty crops include fresh produce and other products like jellies, pickles, honey, nuts, flowers, and more. The free festival will take place at 401 E. 8th St., Unit 100 in Sioux Falls (8th and Railroad). Attendees can look forward to sampling microgreens, including

broccoli, radish, onion, corn, and sunflower. Sanaa's will provide a small appetizer utilizing micros.

[Morning AgClips, 2024-02-25](#)

Learn all the essential aspects of growing microgreens successfully in a hydroponic environment online!



Instructor: M.S. Karla Garcia

Master in Plant Sciences from The University of Arizona CEO at Microgreens FLN

Hort America [2024-03-16](#)



Brought to you by **Doc Green**, Andrew Neves' personally trained AI assistant. "You may ask me anything about microgreens."