Volume 2024 Number 35 MICROGREENS WORLD Monday September 23 2024

WEEKLY DIGEST

ONE TABLESPOON DAILY KEEPS THE CARDIOLOGIST AWAY: THE MICROGREEN REVOLUTION

THE STARTLING LINK BETWEEN HOW MICROGREENS ARE GROWN AND YOUR WALLET!

SEPTEMBER 29
WORLD HEART HEALTH DAY

CREATIVE RECIPES: Blood Pressure-Friendly Microgreen Smoothie
NUTRITION SCIENCE: Forget Kale. These Microgreens Are the New Heart Health Superfood!
CULTIVATION TECHNIQUES: Hydroponics for Beginners

"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.

The 2-Inch Solution to Heart Disease Your Doctor Doesn't Know About

Vol. 2024 No. 35 Monday, September 23, 2024

COMPREHENSIVE FOOD SAFETY FOR MICROGREENS FARMS

Maximize Safety, Minimize Risks, Safeguard Your Reputation

GET THE GUIDE!

Nutrition Science

Forget Kale: Mentha Microgreens Are the New Heart Health Superfood You Need!

Mentha (mint) microgreens, like their mature counterparts, offer a rich array of bioactive compounds that make them promising for cardiovascular health.

Phytochemicals present in **mentha species**, such as menthol, menthone, and other essential oils, exhibit antioxidant, **anti-inflammatory**, and **antimicrobial** properties.

These properties contribute to the plant's potential to reduce risks associated with **cardiovascular diseases** (CVD).

The high antioxidant capacity of **mentha phytochemicals** helps neutralize free radicals, which are known to damage blood vessels and lead to heart-related complications.

Additionally, mentha's essential oils have been shown to have anti-inflammatory effects, a critical function in preventing **atherosclerosis**, and the buildup of **plaque in arteries**, which is a leading cause of **heart disease**.

What makes mentha microgreens particularly intriguing is their **concentrated nutrient profile**, offering these benefits in a more potent form.

The younger plant's small size belies its powerful impact, as microgreens are known to contain higher levels of vitamins, antioxidants, and **minerals** than mature plants.

For those looking to integrate natural ingredients into their diets for heart health, incorporating mentha microgreens into meals offers a flavorful and scientifically backed approach.

More research is needed to fully understand the **synergistic effects** of these phytochemicals.

However, the potential of mentha microgreens to play a role in **cardiovascular disease prevention** is significant.

The simplicity of growing and consuming these microgreens makes them an accessible option for health-conscious individuals seeking to protect their heart health through diet.

Source: Saqib, Saddam, et al. "Mentha: Nutritional and Health Attributes to Treat Various Ailments Including Cardiovascular Diseases." Molecules, vol. 27, no. 19, 9 Oct. 2022, p. 6728, www.ncbi.nlm.nih.gov/pmc/articles/PMC9572119/, https://doi.org/10.3390/molecules27196728.

Creative Recipes

Blood Pressure-Friendly Microgreen Smoothie

Discover the power of microgreens with this heart-healthy smoothie.

Packed with nutrient-dense pea shoot microgreens, antioxidant-rich berries, and omega-3-laden chia seeds, this vibrant blend supports cardiovascular health and may help manage blood pressure.

Quick to prepare and delicious to sip, it's a perfect way to nourish your body and tantalize your taste buds.

Recipe Information:

- Prep Time: 5 minutes
- Total Time: 5 minutes
- Category: Beverage
- Method: Blending
- Cuisine: Health-Conscious
- Yield: 1 serving

Ingredients:

- 1 cup pea shoot microgreens
- 1/2 cup frozen mixed berries
- 1/2 ripe banana
- 1/4 cup unsweetened almond milk
- 1 tablespoon chia seeds
- 1/2 cup ice cubes
- Optional: 1 teaspoon of 100% raw honey or maple syrup for sweetness

Preparation:

1. Rinse the pea shoot microgreens thoroughly and pat dry.
2. Add all ingredients to a high-speed blender.
3. Blend on high for 30-45 seconds or until smooth and creamy.
4. Taste and adjust sweetness if desired by adding honey or maple syrup.
5. Pour into a glass and serve immediately.

Plating:

1. Pour the smoothie into a tall glass.
2. Garnish with a few fresh pea shoot microgreens and a sprinkle of chia seeds.
3. Add a colorful paper or stainless steel straw for an eco-friendly touch.

This smoothie is a nutritional powerhouse, combining the cardiovascular benefits of microgreens with the antioxidant properties of berries.

The chia seeds provide omega-3 fatty acids and fiber, while the banana adds natural sweetness and a creamy texture.

The almond milk keeps the smoothie light and dairy-free, making it suitable for various dietary preferences.

The vibrant green color from the pea shoots, punctuated by the deep purple of the berries, creates a visually appealing drink that's as Instagram-worthy as it is healthy.

The quick preparation time makes it an ideal choice for busy mornings or a refreshing afternoon pick-me-up.

Community News

Learning how to cook with microgreens with the Chilton Master Gardeners

The Chilton County Master Gardeners recently hosted Janell Diggs, an Advanced Master Gardener specializing in herbs, to discuss the growing trend of microgreens.

These nutrient-dense plants, falling between sprouts and baby greens, have gained popularity in

culinary circles for their health benefits and versatility.

Diggs led a hands-on demonstration, covering everything from soil preparation to harvesting techniques.

Participants learned about optimal light requirements and planting timelines, crucial factors in maximizing the phytonutrient content of microgreens.

For those eager to explore further, the Alabama Cooperative Extension System (www.aces.edu) offers a wealth of scientifically-backed resources on cultivation methods and nutritional profiles of various microgreen species.

Additionally, the Extension Master Gardeners program provides a helpline (1-877-252-GROW) for personalized guidance on integrating these nutrient-packed greens into your garden and diet.

Interested in delving deeper into the world of microgreens?

The next **Chilton County Master Gardener meeting on October 8th** promises more insights into this fascinating intersection of horticulture and nutrition.

Source: Reeder, C. (2024, September 17). *Learning how to cook with microgreens with the Chilton Master Gardeners*. Peach Mag. Retrieved from https://www.clantonadvertiser.com/2024/09/17/column-learning-how-to-cook-with-microgreens-with-the-chilton-master-gardeners/

Experience the Magic of Newton's Community Farmer's Market

We Grow Microgreens is an urban farm based in Newton, Massachusetts that specializes in cultivating a variety of unique produce, including microgreens, herbs, and edible flowers.

Vendor Elson Ortiz highlights the interactive atmosphere at

the Newton Farmer's Market, which takes place twice weekly and allows local food lovers to connect with growers and learn about the produce.

This market not only serves as a platform for businesses like We Grow Microgreens but also fosters community engagement and supports the local economy by showcasing small businesses and seasonal goods.

The farm's diverse offerings include rare plants, significantly contributing to local food diversity.

Source: Ghaly, B. (2024, September 22). *Newton Farmer's Market uses locally-based food to strengthen a sense of community*. The Heights. Retrieved from https://www.bcheights.com/archive.php/author/brooke-ghaly/

Emerging Industry News

Celtic Leaf Launches Crowdfunding Campaign

Celtic Leaf, a non-profit in Llanfarian, Wales, is pioneering **hydroponic** farming to combat local **food insecurity**.

This innovative venture focuses on cultivating nutrient-dense **microgreens**, leafy vegetables, and fruits using advanced hydroponic systems.

The organization plans to **donate 65%** of its harvest to food banks and shelters while selling the remaining 35% to sustain operations.

Their product line includes fast-growing microgreens like **arugula** and **broccoli** alongside leafy greens and herbs.

The hydroponic method allows for year-round cultivation, optimizing nutrient uptake and growth rates.

To launch this initiative, Celtic Leaf seeks £5,000 in funding for essential equipment.

They're partnering with Diamond Circuits to implement cutting-edge monitoring and automation systems, enhancing crop yield and quality.

This project not only addresses immediate nutritional needs but also serves as a model for sustainable, community-focused agriculture.

For aspiring entrepreneurs, Celtic Leaf demonstrates how hydroponic microgreen farming can blend social impact with innovative business practices.

Source: Celtic Leaf. (2024, September 17). *Celtic Leaf launches a crowdfunding campaign*. Vertical Farm Daily. https://www.crowdfunder.co.uk/p/help-celtic-leaf-grow-and-nourish-our-communit?exp=exp-pledge&expv=B

This Space Farming Tech Could Change Astronaut Dining Forever!

NASA has awarded $750,000 to a company exploring innovative methods to grow fresh microgreens in space, aiming to enhance astronaut nutrition on long-term missions.

Interstellar Lab won NASA's grand prize for its project designed to help feed and nourish astronauts on long-duration spaceflights.

Microgreens are nutrient-dense, fast-growing plants that can thrive in limited space, making them ideal for space environments.

But, microgravity presents unique challenges to plant growth, such as irregular water distribution and root development.

The company's solution involves advanced hydroponic systems designed to efficiently deliver nutrients and water in low-gravity conditions.

This research could revolutionize space farming, providing astronauts with a reliable source of fresh produce.

The inclusion of microgreens in astronauts' diets would not only address nutritional deficiencies but also offer psychological benefits through the act of growing and consuming fresh food.

While this project is in its early stages, it opens the door to further investigations into sustainable food production systems in space, with implications for both extraterrestrial and Earth-based agricultural innovations.

Source: Orwig, J. (2024, September 20). *NASA awarded $750,000 to a business that wants to feed astronauts fresh microgreens and insects*. Business Insider. https://www.businessinsider.in/science/news/nasa-awarded-750-000-to-a-business-that-wants-to-feed-astronauts-fresh-microgreens-and-insects/articleshow/113604107.cms

Successful Marketing of Microgreens: The Guide and Templates

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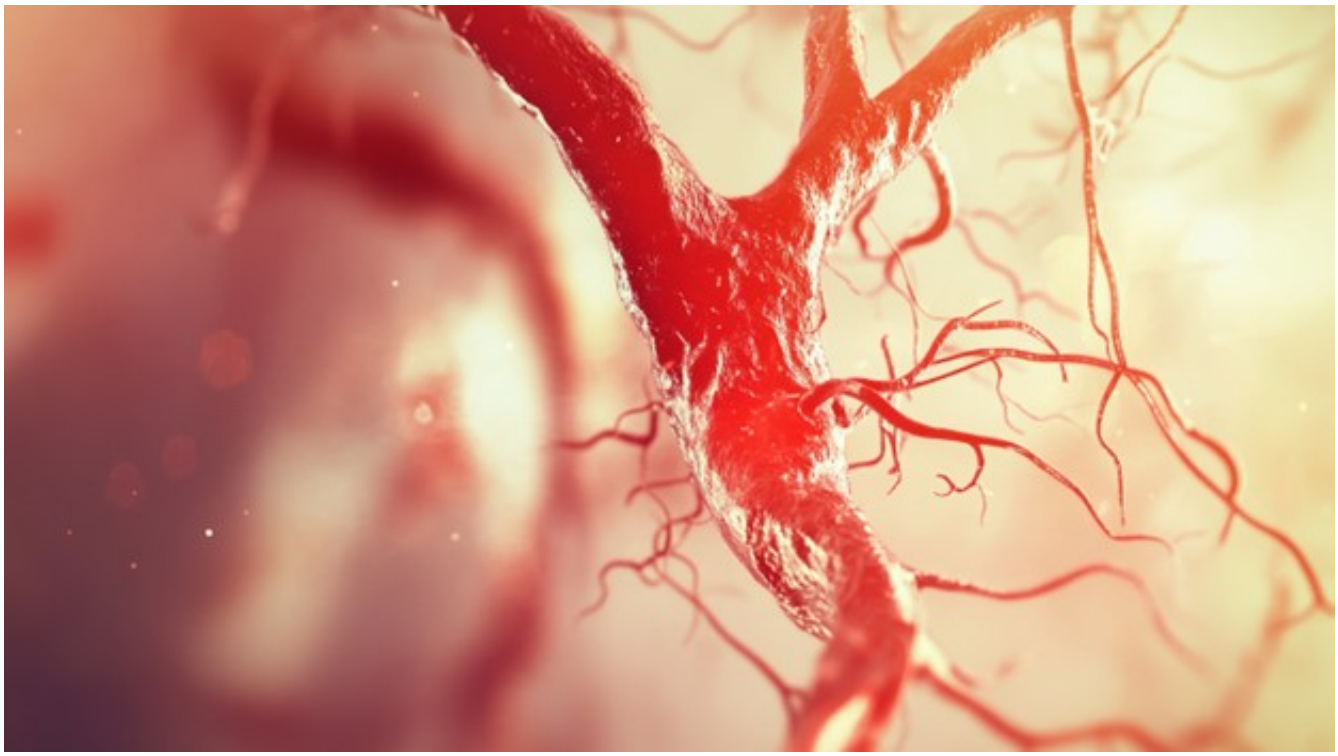
FEATURED ARTICLE

The 2-Inch Solution to Heart Disease Your Doctor Doesn't Know About



Cardiovascular diseases, including heart disease and stroke, remain a leading cause of death worldwide.

But the key to lowering your risk of **heart disease** might be smaller than you think - just two inches of **nutrient-dense microgreens,** to be exact.

A growing body of research suggests that **microgreens** may be a powerful tool in the fight against **heart disease (**Talli et al., 2023).

These young, immature plants are packed with **antioxidants, vitamins, and minerals** that can help manage cholesterol, regulate blood pressure, and even reduce inflammation.

With a vast array of varieties to choose from, incorporating microgreens into your diet can be as simple as adding a garnish to your salad or blending them into a smoothie.

Let's uncover together the science behind these **superfoods** and how they can impact your heart health and take the first step towards a healthier future.

Additionally, microgreens may help address health disparities by providing a cost-effective and sustainable solution for improving **cardiovascular health**.

Understanding Cardiovascular Diseases

Cardiovascular disease (CVD) is a complex and multifaceted public health concern that affects millions worldwide.

As you consider your own heart health, it's essential to understand the risks and prevention strategies.

> Last week, one of my very best friends passed away after a one-year battle with bone marrow disease.
>
> This week, I learned a long-time mentor has been in the hospital for more than two weeks with heart problems. Today, he told me he was presented with two options.
>
> Go on a waitlist for a heart transplant that could take up to a year, or have LVAD heart surgery this week where doctors would install a special pump inside his chest to help his weak heart push blood around his body, kind of like adding a mechanical assistant to the heart.

To better understand **cardiovascular diseases**, you'll need to know the different types, such as coronary artery disease, heart failure, arrhythmias, and stroke.

As you strive to adopt a **heart-healthy lifestyle**, it's important to recognize warning signs like chest pain, shortness of breath, and dizziness.

You should be aware that high cholesterol, hypertension, and family history are significant risk factors for **heart disease**.

Additionally, understanding the link between your diet and **heart health** is essential, as certain foods and nutrients can either increase or decrease your risk of developing cardiovascular diseases.

Dietary choices play a pivotal role in maintaining **cardiovascular health**, with research consistently highlighting the interplay between nutrition and **heart disease**.

Your dietary patterns and food diversity significantly impact your heart health.

Plant-based diets have been shown to reduce the risk of heart disease, primarily due to their high levels of **essential nutrients**.

These diets promote nutrient absorption, including healthy fats, which support overall cardiovascular well-being.

A diet rich in fruits, vegetables, and whole grains can help lower cholesterol levels and blood pressure, reducing the risk of heart disease.

The Science of Microgreens

As you investigate the world of **microgreens**, you'll find that these young, immature plants are packed with nutrients and offer a unique nutritional profile compared to their mature counterparts.

Research on **microgreens** has identified several key compounds that contribute to their potential benefits for **heart health**.

These compounds include **antioxidants** like glucosinolates, carotenoids, and phenolic compounds, which can help reduce **inflammation** and combat oxidative stress (Huang et al., 2016).

As you investigate the nutritional profile of microgreens, you'll find that they often have **higher levels** (4-6 times more) of vitamins, minerals, and antioxidants than their mature counterparts.

This is particularly true for **antioxidant properties**, with microgreens showing higher levels of glucosinolates, carotenoids, and phenolic compounds.

There are hundreds of varieties of microgreens, each with unique flavor profiles and textures, making them versatile for **culinary uses**.

Microgreen varieties rich in these antioxidants have shown the potential to promote **cardiovascular health** by improving nutrient absorption and reducing the risk of chronic diseases (Saqib, Saddam, et al., 2017).

From salads and sandwiches to smoothies and juices, microgreens can be easily incorporated into your diet.

With their high antioxidant content and versatility, microgreens are an excellent addition to a heart-healthy diet.

By choosing microgreens from **sustainable farming practices**, you'll not only be supporting a healthier food system but also reaping the rewards of improved heart health.

Growing techniques are also relatively simple, making them accessible to home gardeners and commercial producers alike.

Microgreens and Cholesterol Management

You're likely aware that **high cholesterol** is a major risk factor for heart disease, but did you know that **microgreens** may play a role in managing your cholesterol levels?

They can lower "bad" **low-density lipoprotein** (LDL) cholesterol while maintaining or increasing "good" **high-density lipoprotein** (HDL) cholesterol.

Rich in nutrients and antioxidants, microgreens like **red cabbage**, **mentha**, wheat, and barley are especially effective tools for **cholesterol modulation** (Huang et al., 2016).

Adding these to your diet through salads or garnishes may improve heart health and reduce cardiovascular disease risk.

Combine your microgreens with other **heart-healthy ingredients** like avocado, nuts, and seeds.

Consumer trends suggest that incorporating microgreens into your diet can be a tasty and effective way to support **cardiovascular health**.

Microgreens for Blood Pressure Regulation

Microgreens are known for their intense flavors, but did you know they could also help **regulate your blood pressure**?

Many microgreens are packed with potassium and magnesium, which can counteract sodium's effects and relax blood vessels.

But that's not all - some microgreens are also rich in **nitrates**, which your body converts to **nitric oxide**, further helping to lower blood pressure.

Spinach, kale, and arugula microgreens are great for **potassium**, while Swiss chard and mustard greens offer **magnesium**.

Want an easy way to incorporate these heart-healthy powerhouses into your diet?

Try blending pea shoot microgreens with berries, banana, almond milk, and chia seeds for a tasty, blood-pressure-friendly smoothie.

> *Blend 1 cup of pea shoot microgreens, 1/2 cup frozen berries, 1/2 banana, 1/4 cup unsweetened almond milk, and 1 tablespoon chia seeds.*

By adding these nutrient-dense microgreens to your meals, you're not just spicing up your plate - you're taking a delicious step towards better heart health.

Microgreens and Diabetes Management

Microgreens are tiny powerhouses of nutrition.

But did you know they could be a game-changer for managing diabetes and maintaining healthy **blood sugar levels**?

These little greens are packed with fiber, which helps keep blood sugar levels steady.

Unlike some foods that cause sugar spikes, microgreens have a **low glycemic index**, making them perfect for a diabetes-friendly diet.

They might even help your body use insulin more effectively!

Want to give them a try?

Whip up a tasty wrap with a mix of **pea shoot** microgreens, **sunflower** microgreens, and **radish** microgreens.

Add some crunchy veggies and lean protein, and wrap it all in a whole-grain tortilla.

Top it off with hummus for extra flavor and nutrients.

Not only is this wrap delicious, but it's also a smart choice for keeping your blood sugar in check.

By adding microgreens to your meals, you're not just eating well - you're taking a tasty step towards better health!

Incorporating Microgreens into Your Diet

Microgreens are nutritional powerhouses, but how can you make them a regular part of your diet?

Growing your own is easier than you might think!

With just some seeds, soil, and sunlight, you can cultivate **nutrient-dense** varieties like **broccoli** or **kale** microgreens right at home.

But it's not just about growing - proper selection and storage are key to preserving their phytonutrients.

Look for vibrant colors and fresh aromas when choosing **microgreens**, and store them below 40°F to maintain their antioxidant content.

Ready to experiment?

Try adding these tiny greens to salads, smoothies, or even as a **nutrient-boosting** garnish on your favorite dishes.

With hundreds of varieties available, each offering unique flavors and health benefits, you'll never run out of ways to incorporate these miniature **nutritional marvels** into your meals.

Why not start your microgreen journey today?

Starting Your Heart Health Journey

Embarking on a **heart-healthy journey** with microgreens involves more than just adding them to your plate.

It's a process of change that begins with recognizing the need to improve your cardiovascular health.

As you **contemplate the benefits**, consider the impressive nutrient density of microgreens like wheat, barley, mentha, and red cabbage.

These tiny powerhouses are packed with antioxidants, vitamins, and minerals that can significantly impact your heart health.

Once you're **ready to take action**, set specific goals for incorporating microgreens into your diet.

Start by **planning meals** that feature these nutrient-rich sprouts, perhaps aiming to include them in one meal per day.

Regular exercise, such as walking or jogging, can significantly reduce your risk of CVD by improving cardiovascular function and lowering blood pressure.

Additionally, effective **stress management techniques**, like meditation or deep breathing, can help mitigate the negative impact of stress on your heart.

Prioritizing sleep and **staying hydrated** are also vital for maintaining **healthy blood vessels** and overall cardiovascular health.

By incorporating these habits into your daily routine, you can take proactive steps toward **preventing CVD** and promoting overall well-being.

As you progress, **experiment** with different varieties and cooking techniques to maximize their nutritional benefits.

For instance, try lightly sautéing pea shoots to preserve their folate content or blend sunflower microgreens into smoothies for a boost of vitamin E.

Maintaining these new habits is crucial for long-term success.

Consider using a mobile app to **track your microgreen intake** and monitor changes in your **cardiovascular health markers**.

Join a community of like-minded individuals like Microgreens World for support and motivation.

Remember, sustaining a heart-healthy lifestyle is an ongoing process.

Regularly **review and adjust your goals.**

Don't hesitate to dive deeper into the science behind microgreens' impact on heart health.

Your journey to better cardiovascular health through microgreens is just beginning!

Wrap-up: Microgreens and Heart Health

Imagine slashing your risk of heart disease by 50% with nothing more than a handful of tiny leaves on your plate.

As you conclude your journey through this **heart disease solution**, it's essential to recap the key points that will help you prevent cardiovascular disease.

You've learned how incorporating **microgreens into your diet** can have a significant impact on your heart health, from reducing inflammation and improving digestion to lowering cholesterol levels.

You've also uncovered that many health myths surrounding microgreens are unfounded and that they can actually play a significant role in **nutrient absorption**.

Now, it's time to take the next step and start your microgreen journey today, reaping the rewards of improved **cardiovascular health** and a reduced risk of chronic diseases.

Research

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Medical Disclaimer

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Evidence-based Expertise

The Startling Link Between How Microgreens Are Grown and Your Wallet!

Microgreens, those tiny, nutrient-packed plants, have been gaining attention in the culinary world.

But their impact goes beyond just adding flavor to dishes.

Recent research has uncovered fascinating insights into consumer preferences and the potential health benefits of these miniature powerhouses.

A study conducted at the University of Tennessee, Department of Agricultural & Resource Economics, revealed that consumers have distinct preferences when it comes to microgreens.

While the type of microgreen (kale or radish) didn't significantly influence choices, other factors played a crucial role.

Surprisingly, taller microgreens were preferred over shorter ones, possibly because consumers perceived them as offering more value.

Green-colored microgreens were favored over purple varieties, which might be linked

to perceptions of freshness or quality.

The research also delved into how production methods affect consumer choices.

Interestingly, microgreens enhanced with light during growth were viewed more positively than those enhanced with fertilizers.

This preference likely stems from concerns about environmental impact and food safety.

In-state production was another factor that resonated with consumers, reflecting a desire for locally sourced produce.

Perhaps most intriguing were the findings on nutrient enhancement.

Consumers were willing to pay more for microgreens that had undergone light-based nutrient enhancement, showing a premium of $0.47 to $0.79 per unit.

However, this preference was influenced by perceived risks. If consumers viewed the enhancement method as potentially risky, their willingness to pay decreased.

This research not only sheds light on consumer preferences but also highlights the potential for microgreens to address nutritional needs.

The ability to manipulate nutrient content through production methods opens up possibilities for creating "designer" microgreens tailored to specific dietary requirements.

As interest in these tiny greens continues to grow, further research into their health benefits and optimal production methods could revolutionize how we think about nutrition and urban agriculture.

Source: Rihn, A., Walters, K., & Bumgarner, N. (2024). *The Influence of Risk Perceptions on Consumers' Willingness to Pay for Nutrient-enhanced Microgreens*. HortScience, 59(10), 1465–1474. https://doi.org/10.21273/hortsci17888-24

Cultivation Techniques

Are Micro-Farms the Future of College Dining? Liberty University Thinks So!

Liberty University, Virginia, USA, has taken a bold step in sustainable dining by introducing a Babylon Micro-Farm in their Reber-Thomas Dining Center.

This innovative system allows students to witness the growth of fresh herbs and microgreens right before their eyes, bridging the gap between food production and consumption.

The micro-farm, installed during a recent break, quickly caught students' attention. It's not every day you see food growing inside a dining hall!

This unique addition is overseen by Rachel Sanders, Sodexo's District Dietitian, who sees it as a powerful tool for education and sustainability.

But what exactly is a micro-farm, and why is it so exciting?

Micro-farming is a form of hydroponic agriculture where plants are grown without soil, using nutrient-rich water instead.

This method allows for year-round cultivation in small spaces, making it perfect for urban environments or, in this case, a bustling university dining hall.

The farm will produce a variety of plants, from Italian herbs for the pizza station to lettuce for burgers.

It will also supply microgreens - young vegetable greens that are harvested just a few weeks after germination.

These tiny powerhouses are packed with nutrients, often containing higher

concentrations of vitamins and minerals than their full-grown counterparts.

While the micro-farm provides fresh, local ingredients for meals, its impact goes beyond just flavor.

It serves as a living laboratory, offering hands-on learning opportunities for students interested in nutrition, sustainability, and innovative farming techniques.

Nutrition interns like Alexandra Sheherd get to maintain the farm and learn about hydroponic systems firsthand.

The introduction of this micro-farm reflects a growing trend in sustainable agriculture and farm-to-table dining.

By bringing food production into the heart of campus life, Liberty University is not only enhancing its dining experience but also fostering a deeper understanding of food systems and sustainability among its students.

As we face global challenges like climate change and food security, innovations like the Babylon Micro-Farm offer a glimpse into potential solutions.

They demonstrate how technology and creativity can come together to create more sustainable and educational food systems, one microgreen at a time.

Source: Sodexo. (2024, September 18). *Virginia University introduces micro-farm*. Vertical Farm Daily. https://www.verticalfarmdaily.com/article/9660152/virginia-university-introduces-micro-farm

Hydroponics for Beginners: Make a Hydroponic Farming System at Home

Hydroponics offers an exciting way to grow plants without soil, and it's particularly well-suited for cultivating microgreens - the nutrient-packed seedlings of various vegetables and herbs.

This method allows for faster growth, higher yields, and greater control over growing conditions compared to traditional soil-based cultivation.

For beginners, starting with a simple hydroponic system for leafy greens can provide valuable experience that translates well to microgreen production.

The key to success lies in selecting the right growing medium or substrate.

High-quality substrates promote better germination and root development, which is crucial for microgreens, given their short growth cycle.

Two popular substrate options are peat foam and rockwool.

Each has its advantages: peat foam is biodegradable and retains moisture well, while rockwool provides excellent aeration and is reusable.

For microgreens, which are harvested within 7-14 days of germination, the choice of substrate can significantly impact growth rate and nutrient uptake.

When adapting hydroponic techniques to microgreens, consider using a shallow tray system with a fine-mist irrigation method to prevent overwatering these delicate seedlings.

Proper nutrient solution management is critical, as microgreens require a precise balance of minerals during their brief growth period to maximize nutritional content and flavor profiles.

By mastering hydroponic microgreen production, you can enjoy a continuous supply of these nutrient-dense greens year-round, regardless of outdoor growing conditions.

Source: Brought to you by Horts America.
[Hydroponics for Beginners: Make a Hydroponic Farming System at Home (youtube.com)]

Commercial Best Practices

How One Teen Defied All Odds to Grow His Own Food Empire!

Connor Hiebel's journey from health struggles to successful entrepreneur offers valuable insights for aspiring business owners in the microgreens industry.

At 19, Connor transformed his personal experience with microgreens as a nutritional intervention into a thriving enterprise, Amelia Island Microgreens.

Microgreens, harvested at their peak nutrient density, played a crucial role in Connor's recovery from severe health issues.

Recognizing their potential during the COVID-19 pandemic, he saw an opportunity to empower others with food autonomy.

Connor's business model evolved from direct sales to focusing on educational growing kits, aligning with his mission to teach sustainable nutrition.

The company's success stems from a strategic approach: completing a business start-up program, securing funding, and developing a comprehensive market presence.

Connor's innovative methods, including school outreach programs, have effectively introduced microgreens to new demographics.

For those considering entering the microgreens market, Connor's experience highlights key factors:

1. Identify a unique value proposition (education vs. direct sales)
2. Utilize business development resources
3. Align business practices with a core mission
4. Adapt to market needs (shifting from growing to kit sales)
5. Engage in community outreach for brand growth

Connor's upcoming book, "Let's Get Growing," promises to be a valuable resource for both

young entrepreneurs and those interested in the microgreens industry.

His story demonstrates that with persistence and adaptability, health challenges can become the foundation for innovative business opportunities.

Source: Green, P. (2024, September 16). *He makes it easy to be green.* Fernandina Observer. http://fernandinaobserver.com/stories/he-makes-it-easy-to-be-green,32297

From Selling Shoes to Farming: A Mother-Daughter Journey!

Mama Kali's Farm is a small but thriving microgreens business run by a mother-daughter duo, Yu Kali and Yu Jiang, on the outskirts of Te Puke in New Zealand's Bay of Plenty region.

Two years ago, they started selling their nutrient-dense seedlings at local farmers' markets.

Now, they distribute about 2000 packs weekly to around 30 supermarkets across the country.

The pair began their venture in a modest greenhouse.

They chose microgreens because traditional farming methods were impractical due to their limited land and lack of machinery.

Their goal was to create a simple business with minimal startup costs, which turned out to be a wise decision as they encountered high demand surprisingly quickly.

Yu Kali, originally from China, had a retail background selling shoes before moving to New Zealand in 2007.

She faced cultural challenges transitioning from city life to

farming, but her passion for gardening was a driving force.

Yu Jiang, her daughter, joined her two years later.

They initially aimed to cultivate indoor plants, but after Jiang lost her job during the pandemic, they pivoted to growing edible microgreens.

The microgreens are meticulously hand-harvested and packaged, and they take pride in their diverse range, which includes a popular mixed pack inspired by the number eight, significant in Chinese culture.

Their business reflects the fruitful collaboration between family members, showcasing their strengths and overcoming challenges together.

Source: Round, S. (2024, September 20). *Mama Kali's farm: A mother and daughter microgreens business.* RNZ. https://www.rnz.co.nz/news/countrylife/528578/mama-kali-s-farm-a-mother-and-daughter-microgreens-business

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