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# THE MICROGREENS WEEKLY

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***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.***

**Meet Farmer Will Allen of GROWING POWER, the go-to expert on urban farming.**

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**This Week:** Monday, February 26, 2024

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***Meet the Farmer Who Pivoted in Her Fifties From a Law Firm to a Microgreens Farm***



In 2014, a weekend gardening workshop taught by Will Allen of Growing Power changed everything. Her goal for the class was to learn how to improve her soil and figure out how to compost. “Why was my soil so bad that I couldn’t grow tomatoes correctly?” she wanted to know.

Planting a tray of *microgreens* and taking them home was also part of the curriculum. When

her arugula tray successfully germinated, a seed was planted. She loved the quick results and cute miniature results. “I can do this,” she thought. So, she continued to grow them, eventually drafting a business plan, out of which Sweet Peas Urban Gardens was born. “I’m a microgreen farmer because of arugula,” she says. “The workshop turned out to be life-changing.” [Modern Farmer, 2024-02-16](#)

***Ukraine: A niche in the shadows. Processing microgreens into wheatgrass juice***



During the full-scale invasion, Volodymyr Myronenko from

Kharkiv changed his place of residence and his profession as an IT specialist to a city farmer. His business began to develop rapidly — just a few months after the founding of the Micro Green Prykarpattia farm in Ivano-Frankivsk, microgreens appeared on the shelves of Silpo supermarkets.

How, in such a short time and without entrepreneurial experience, he managed to take a leading position in his niche, and why he decided to go into processing — Volodymyr told live on [Instagram](#).

Before the war, while living in Kharkiv, Volodymyr Myronenko accidentally saw a video about a microgreen farm. He was intrigued by the topic and bought himself a home-grown kit.

At first, the entrepreneur began to analyze the market. There were about 5 farms in the city,

and all of them grew greens for food establishments. Therefore, retail has been chosen as the primary sales channel. Besides, competition in this niche in markets, according to him, is invisible.

"I took samples of microgreens with me, came to the nearest Silpo, and talked to the store manager. He has already submitted an application to the regional manager. A week later, they contacted me and offered to cooperate," says the city farmer. [AgroPortal, 2024-02-17](#)

### ***Arizona Microgreens***

Since 2013, brothers Joseph Martinez and David Redwood have been running a small family farm growing small leafy greens in the middle of a big city. As the name suggests, [Arizona Microgreens](#) specializes in greenhouse-grown microgreens.



"We didn't initially start out with a plan to grow into a business; the initial plan was just to do a project and work together," Martinez says. "But it scaled naturally from there. After a few weeks, we added a farmer's market presence. A few weeks after that, we had chefs approach us." These days, Arizona Microgreens is supplying to restaurants, schools, and hospitals and selling at farmer's markets and online.



“They’re quicker and easier to use than other greens,” says Joseph. [Arizona Highways, 2024-02-21](#)

## **Scientists Develop Test That Detects PFAS in Food Packaging, Water, and Soil in *Under Three Minutes***



This development by researchers from the New Jersey Institute of Technology (NJIT) marks a significant advancement in environmental health and safety. PFAS, commonly called “forever

chemicals” due to their environmental persistence and resistance to degradation, have been a growing concern worldwide. For their water and oil-resistant properties, they are widely used in various consumer products, including non-stick cookware, water-repellent clothing, and food packaging. However, PFAS have been linked to numerous health problems, including cancer, hormone disruption, and immune system effects.

The ability to detect PFAS quickly in food packaging, water, and soil is crucial for monitoring and controlling exposure to these harmful chemicals. Traditional methods for detecting PFAS involve complex sample preparation and lengthy laboratory analysis.

*Developing a test that can detect PFAS in under three minutes reduces significantly the time and potentially the cost associated with testing, making it more feasible for widespread use.*

This breakthrough could have far-reaching implications for public health and environmental protection. It could enable more frequent and widespread testing of consumer products, water sources, and soil, helping to identify and mitigate sources of PFAS contamination more effectively.

Additionally, this rapid testing method could be instrumental in enforcing regulations and standards related to PFAS use and contamination, ultimately reducing exposure to these harmful chemicals for humans and the environment.

Hassan, Md. Tanim-Al, et al. "Rapid Detection of Per- and Polyfluoroalkyl Substances (PFAS) Using Paper Spray-Based Mass Spectrometry." *Journal of Hazardous Materials*, vol. 465, Mar. 2024, p. 133366, <https://doi.org/10.1016/j.jhazmat.2023.133366>. Accessed January 30, 2024.

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## Featured Article

**Meet Farmer Will Allen of GROWING POWER, the go-to expert on urban farming.**

Like others in the so-called good-food movement, Will Allen asserts that our industrial food system is depleting the soil, poisoning water, gobbling fossil fuels, and stuffing us with bad calories. Like others, he advocates eating locally grown food.

But to Allen, local doesn't mean a rolling pasture or even a suburban garden: it means 14 greenhouses crammed onto two acres in a working-class neighborhood on Milwaukee's northwest side, less than half a mile from the city's largest public housing project.



Will Allen, a former professional basketball player, grew up on a farm in Maryland. In 2008, he was awarded a MacArthur Foundation "[Genius Grant](#)" for his work on urban farming, sustainable food production, and Growing Power.

Allen, now 75, continues to do his work at Will's Roadside Farms and Markets in Milwaukee, WI, to bring good food to people all over the world and help end poverty.

Many people call Will Allen the modern-day George Washington Carver.

In 2019, he started a Hemp/CBD business, offering the finest in organic Hemp and CBD Products with his own Farmer Will Allen CBD Brand. <https://farmerwillallen.com/>

Allen and his partners were pioneers in developing aquaponics, where fish support the growth of hydroponically grown (water-based) plants. Growing Power was also a pioneer in training urban youth for careers in sustainable agriculture.

[Read more ...](#)

## **Greens Powder Market: Key Findings, Business Study, Size, Growth Analysis and Forecast to 2030**



The term preventive healthcare refers to measures taken to prevent diseases and infections. In recent years, health awareness among people has increased significantly. Due to busy lifestyles and hectic work schedules, people cannot concentrate on their health, fitness, and regular diet.

This has led to an increase in the prevalence of various diseases such as obesity, diabetes, high

blood pressure, skin problems, and digestive issues. Therefore, people increasingly focus on preventive health and prefer supplements that provide enhanced nutritional benefits. Greens powder is a powdered supplement made with a nutritious combination of dried or blended plants (including microgreens) and then formed into a powder.

The microgreen powder benefits from leafy green vegetables and other ingredients that contain health-boosting vitamins and minerals. The rising aging population and increasing awareness for preventive healthcare drive the demand for health-preventive products, including microgreen powder. [Get Your Microgreens Powder on Microgreens World.](#)



## ***High-value Crops are the Future of Vertical Farms***



In 2007, Dr Gary Hua founded Inventronics, a manufacturer of LED drivers. This was more than a decade before his first foray into vertical farming.

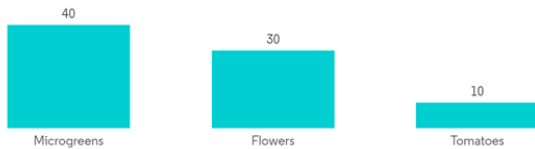
“While working in the lighting industry,” said Dr Hua, “I began to realize the immense potential of vertical farming. It struck me that Inventronics was uniquely positioned to support a new business with its resources and expertise in LED lighting.” Having learned this, 4D Bios was then founded in 2018. Currently, the company offers comprehensive solutions for CEA, vertical- and container farms.

“We’ve successfully grown tasty, nutritious, and pesticide-free strawberries in our indoor farms. Our strawberries were among the first to be exported to Singapore, Malaysia, Indonesia, and other Southeast Asian countries,” says Dr Gary Hua, chairman of vertical farm supplier 4D Bios.

Dr. Hua believes crops with short growth cycles and high-profit margins, like microgreens, are best suited for vertical farms and smaller-sized plants for space efficiency. 4D Bios’ R&D department has evaluated nearly a hundred types of crops, including various leafy greens, culinary herbs, edible flowers, watermelons, cucumbers, and bell peppers. Furthermore, medicinal herbs, such as Ginseng or *A. roxburghii*, constitute a significant avenue of research. [Vertical Farm Daily, 2024-02-23](#)

## United States Microgreens Market - Share Analysis, Industry Trends & Statistics, Growth Forecasts to 2029

United States Microgreens Market : Profit Margins Among Different Crop Types in Vertical Farming, In %, 2021



The United States Microgreens Market size is estimated to be 1.74 billion USD in 2024. It is expected to reach USD 2.86 billion by 2029, growing at a CAGR of 10.60% during the forecast period (2024-2029).

The increasing health awareness among American consumers has spurred a trend toward nutrient-rich diets, prompting the embrace of indoor farming methods.

Microgreen cultivation has emerged as a critical component of indoor farming, favored by consumers for its dense nutritional content.

With a growing preference for farm-fresh produce, the availability of freshly harvested microgreens in retail outlets is anticipated to rise across the country. [Yahoo Finance, 2024-02-23](#)

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

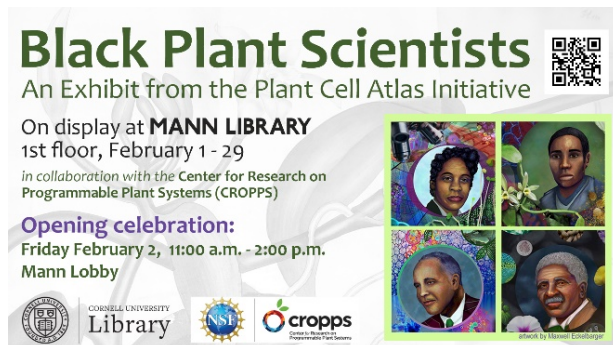


***Instructor: M.S. Karla Garcia***

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

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

## Black Plant Scientists Exhibit



(CROPPS) and Mann Library are hosting an exhibit recognizing the contributions of Black pioneers in plant science. This initiative aims to highlight groundbreaking discoveries and promote diversity in the field.

[Cornell University Library](#)

The Center for Research on Programmable Plant Systems



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