

WEEKLY DIGEST

7 CRAZY WAYS CHEFS USE MICROGREENS (YOU WON'T BELIEVE #4!)



FROM 0 TO MORE THAN \$1000 – UKRAINE MICROGREEN FARMING

CREATIVE RECIPES: Fried Green Tomatoes with Sweet and Spicy Cream Sauce

NUTRITION SCIENCE: Beat the Bloat: Exploring the Smoothie Bowl Trend

CULTIVATION TECHNIQUES: Koppert Cress introduces Microgreens to Londoners

“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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7 Crazy Ways Chefs Use Microgreens (You Won't Believe #4!)

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Nutrition Science

Beat the Bloat: Exploring the Smoothie Bowl Trend



Smoothie bowls are gaining popularity on TikTok as a nutritious and gut-friendly meal option.

These thicker versions of traditional smoothies are often topped with granola and seeds, offering a satisfying texture and added nutritional benefits.

The ingredients in smoothie bowls can significantly impact digestion and bloating.

Fiber-rich fruits and vegetables generally aid digestion, while add-ins like chia seeds and flaxseed may provide additional digestive support.

However, it's important to be mindful of potential drawbacks.

Some smoothie bowls can be high in added sugars, which may cause digestive issues.

Additionally, FODMAPs present in certain fruits and sweeteners could lead to bloating in sensitive individuals.

To create bloat-reducing smoothies, opt for [low-FODMAP](#) fruits and unsweetened liquids.

Microgreens can be an excellent addition to

smoothie bowls, enhancing both nutrition and flavor.

Blend them into a base of spinach or kale along with fruits like bananas or berries to mask stronger flavors while boosting vitamin and antioxidant content.

Alternatively, use microgreens as a fresh topping for added crunch and visual appeal.

Experiment with varieties like radish or beet microgreens for unique tastes and health benefits.

Remember to include healthy fats, such as nut butter or seeds, to aid in the absorption of fat-soluble vitamins.

By thoughtfully incorporating microgreens and balancing ingredients, you can create delicious and nutritious smoothie bowls that support digestive health.

Source: Sinrich, Jenn. "Beat the Bloat Smoothie Bowl Recipes: TikTok's Viral Trend—Fact or Fad?" The WellNest, HUM Nutrition, August 19, 2024, www.humnutrition.com/blog/smoothie-recipe/.

Creative Recipes

Vermont's Maple Soul Lands on Yelp's Top 100 U.S. Restaurants



Vermont's Maple Soul, a farm-to-table restaurant in Rochester, has gained recognition by landing on Yelp's Top 100 U.S. Restaurants.

This accolade highlights the establishment's commitment to local produce and culinary excellence.

A key feature of their menu includes microgreens, which play an essential role in their dishes, offering fresh flavors and vibrant presentation.

The use of locally sourced ingredients from nearby [Uphill Farm](#) reflects the owner's deep

ties to the community and enhances the dining experience.

Their dedication to quality and sustainability contributes to their esteemed status and sets them apart in the competitive restaurant landscape.

Solomon, W. (2024, August 20). *Vermont's Maple Soul lands on Yelp's top 100 U.S. restaurants. Seven Days.* <https://www.sevendaysvt.com/food-drink/vermonts-maple-soul-lands-on-yelps-top-100-us-restaurants-41655773>

Fried Green Tomatoes with Sweet and Spicy Cream Sauce

- Prep Time: 20 minutes
- Cook Time: 15 minutes
- Total Time: 35 minutes
- Category: Appetizer
- Method: Frying
- Cuisine: Southern American fusion
- Yield: 4 servings

Ingredients

For the Fried Green Tomatoes:

- 4 medium-sized green tomatoes

- 1 cup all-purpose flour
- 1 cup cornmeal
- 1 tsp salt
- 1/2 tsp black pepper
- 1/4 tsp garlic powder
- 2 eggs, beaten
- 1/4 cup milk
- Vegetable oil for frying



For the Sweet and Spicy Cream Sauce:

- 1/2 cup mayonnaise
- 1/4 cup sour cream
- 2 tbsp honey
- 1 tbsp hot sauce (adjust to taste)
- 1 tsp apple cider vinegar
- 1/4 tsp cayenne pepper
- Salt to taste

For Garnish:

- 1 cup pea shoots or pea tendrils

When choosing microgreens to pair with fried green tomatoes and a sweet and spicy cream sauce, we want to consider flavors that will complement the dish without overpowering it.

Regional relevance: Peas are a traditional crop in the Southern US, often used in dishes like hoppin' john or served as a side. Using pea shoots connects the dish to Southern agricultural traditions.

Flavor profile: Pea shoots have a mild, sweet flavor with a hint of nuttiness that won't overpower the fried green tomatoes or the sweet and spicy sauce. They'll

add a fresh contrast without competing with the main flavors.

Texture: Pea shoots are tender yet have a slight crunch, providing a pleasant textural contrast to the crispy fried tomatoes and creamy sauce.

Appearance: The delicate, curling tendrils of pea shoots will add an attractive, whimsical touch to the presentation, elevating the rustic Southern dish with a touch of elegance.

Seasonality: Pea shoots are often available in late spring and early summer, which aligns well with when green tomatoes are typically abundant.

This choice maintains the Southern roots of the dish while adding a refined twist that complements both the flavors and the presentation.

Instructions

1. Slice the green tomatoes into 1/4-inch thick rounds. Set aside.

2. In a shallow bowl, mix flour, cornmeal, salt, black pepper, and garlic powder.
3. In another bowl, whisk together eggs and milk.
4. Dip each tomato slice in the egg mixture, then coat with the flour mixture. Set aside on a wire rack.
5. Heat about 1/4 inch of vegetable oil in a large skillet over medium heat.
6. Fry the coated tomato slices for 2-3 minutes on each side until golden brown. Drain on paper towels.
7. For the sauce, whisk together mayonnaise, sour cream, honey, hot sauce, apple cider vinegar, and cayenne pepper in a bowl. Season with salt to taste.
8. To serve, place fried green tomatoes on a plate, drizzle with the sweet and spicy cream sauce, and top with pea shoots or pea tendrils.

Enjoy your crispy Fried Green Tomatoes with a delicious

contrast of sweet, spicy, and tangy flavors, complemented by the fresh, tender pea shoots!

Community News

BrightFresh Microgreens Partners with the Boys & Girls Clubs for Back-to-School Campaign



[BrightFresh Microgreens](http://www.brightfreshmicrogreens.com), one of the fastest microgreens operations in the US, has partnered with the Boys & Girls Clubs for a Back-to-School campaign.

The program runs from September 9th to 15th, during

which \$1 will be donated to the organization for every clam of microgreens sold in San Diego.

This initiative aims to promote healthy eating and provides essential nutrition to children.

Highlighting the nutrient density of microgreens, BrightFresh® encourages community involvement and supports the Boys & Girls Club's mission to enrich young lives.

Parents are urged to purchase microgreens to support this donation effort while enjoying health benefits.

Source: BrightFresh Microgreens (2024, August 22). *BrightFresh Microgreens partners with the Boys & Girls Clubs for back-to-school campaign*. Perishable News. <https://www.perishablenews.com/produce/brightfresh-microgreens-partners-with-the-boys-girls-clubs-for-back-to-school-campaign/>

Duncan Family Farms Specialties

Duncan Family Farms has partnered with Coosemans-Phoenix LLC to launch Duncan Family Farms Specialties, aimed

at enhancing local produce distribution.

The collaboration promises quicker delivery of fresh, organic culinary herbs, **microgreens**, and Shishito peppers.



This partnership combines [Duncan Family Farms'](#) specialty crop production with Coosemans' packing and distribution expertise, resulting in reduced food miles and more direct access to local products.

Primarily focusing on the Arizona market, the initiative seeks to strengthen regional food solutions while enhancing operational capabilities in the Southwest U.S.

The partnership highlights a long-standing relationship between the companies, emphasizing their commitment to providing high-quality, fresh produce to their customers.

Source: Duncan Family Farms. (2024, August 19). *Duncan Family Farms partners with Coosemans-Phoenix LLC to create Duncan Family Farms Specialties.* Perishable News.

<https://www.perishablenews.com/2024/08/>



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FEATURED ARTICLE

7 Crazy Ways Chefs Use Microgreens (You Won't Believe #4!)



As I stood in my kitchen, staring at yet another uninspiring salad, I couldn't help but feel like something was missing.

Don't get me wrong, I've always been health-conscious, but lately, my meals have started to feel more like a chore than a joy.

That's when I decided to dig deeper into the world of microgreens.

Let me tell you, it was like discovering a secret garden of flavor and nutrition right under my nose.

These tiny powerhouses have been quietly revolutionizing the way health enthusiasts and foodies alike approach their meals.

But it's not just about sprinkling a few green specks on your plate for show.

These underground trends in microgreen consumption that I am about to share with you are redefining how we think about nutrition, flavor, and the very essence of “you are what you eat.”

What Are Microgreens?

Before we dive into the innovative ways to use microgreens, let's quickly cover what they are.

Microgreens are young vegetable greens, herbs, flowers, and fruit harvested just 7-21 days after germination.

They're essentially the middle ground between sprouts and baby greens.

But don't let their size fool you – these tiny leaves pack a nutritional punch that often surpasses their fully-grown counterparts.

The Nutritional Powerhouse



One of the game-changing ideas in the world of microgreens is their incredible nutrient density.

Study after study has shown that microgreens can contain up to 5 to 40 times more nutrients than their mature counterparts.

This means that a small handful of microgreens can provide a significant boost to your daily vitamin and mineral intake.

Expert insights reveal that different varieties of microgreens offer different nutritional profiles.

For example:

- Red cabbage microgreens are high in vitamin C and K
- Cilantro microgreens are rich in beta-carotene
- Radish microgreens contain high levels of vitamin E

Underground Trend #1: Microgreen Smoothies

One of the most innovative ways health enthusiasts are incorporating microgreens into their diets is through smoothies.

This underground trend is gaining traction for its ability to pack a hefty nutritional punch into an easy-to-consume format.

Try this: Blend a handful of sunflower microgreens with banana, almond milk, and a touch of honey for a nutrient-dense start to your day.

The mild, nutty flavor of sunflower microgreens complements the sweetness of the banana without overpowering it.

Underground Trend #2: Microgreen Pesto

Move over, basil!

Microgreens are making waves in the world of pesto.

This trend takes advantage of the intense flavors found in microgreens to create unique and nutritious spreads.

Expert-only knowledge suggests using a mix of microgreens for a complex flavor profile.



Try combining arugula microgreens for pepperiness, basil microgreens for sweetness, and a touch of garlic microgreens for depth. Blend these with olive oil, pine nuts, and parmesan for a pesto that's bursting with flavor and nutrients.

Underground Trend #3: Microgreen Ice Cubes

This game-changing idea is as beautiful as it is functional.

By freezing microgreens in ice cubes, you can add a burst of nutrition and color to your drinks.

Here's a ninja tactic: Freeze different microgreens in layers for a stunning visual effect. Start with a layer of vibrant red amaranth microgreens, followed by green basil microgreens. Top it off with yellow corn microgreens.

These colorful cubes not only make your drinks Instagram-worthy but also slowly infuse them with nutrients as they melt.

Underground Trend #4: Microgreen Garnish Gardens



Restaurants are catching on to the microgreen trend, with some innovative establishments creating “garnish gardens” right at the table.

This interactive dining experience allows diners to clip their own fresh microgreens to garnish their meals.

Try this at home: You can recreate this trend at home by growing a small tray of mixed microgreens on your dining table.

It's a conversation starter, a beautiful centerpiece, and a way to ensure you're getting the freshest possible nutrients with every meal.

Underground Trend #5: Microgreen Infused Oils and Vinegars

This trend takes advantage of the intense flavors found in microgreens to create unique cooking oils and vinegars. By infusing oils with

microgreens, you can add complex flavors and additional nutrients to your cooking.

Try this expert insight: Infuse olive oil with spicy radish microgreens for a peppery kick, or create a vibrant green apple cider vinegar by steeping it with pea-shoot microgreens.

These infusions can elevate simple dishes like salads or grilled vegetables to new heights.

Underground Trend #6: Microgreen Sushi Rolls



Sushi lovers are in for a treat with this innovative trend.

By replacing traditional nori (seaweed) wraps with sheets of microgreens, you can create visually stunning and nutrient-packed sushi rolls.

Here's a little-known secret: Use a mixture of microgreens like sunflower, pea shoots, and radish to create a "sheet." Lay out the microgreens on a bamboo mat, add your sushi fillings, and roll as you would with nori.

The result is a fresh, crunchy sushi roll that's packed with vitamins and minerals.

Underground Trend #7: Microgreen Powder

For those who want to incorporate microgreens into their diet but struggle with storage or availability, microgreen powder is emerging as a game-changing solution.

This trend involves dehydrating microgreens and grinding them into a fine powder that can be added to smoothies, soups, or baked goods.

Expert insights suggest that while some nutrients may be lost in the drying process, microgreen powder still retains a significant amount of its nutritional value.

Plus, it's a convenient way to add a nutrient boost to your meals when fresh microgreens aren't available.

Underground Trend #8: Microgreen Cocktails



The mixology world is embracing microgreens as more than just a garnish.

Innovative bartenders are muddling microgreens into cocktails, infusing spirits with their flavors, and even creating microgreen-infused simple syrups.

Try this underground trend at home: Muddle some cucumber microgreens with gin, lime juice, and a touch of honey for a refreshing and nutrient-boosted twist on a gimlet. The cucumber microgreens add a subtle, fresh flavor while boosting the drink's nutritional value.

Underground Trend #9: Microgreen Desserts

Who says microgreens are just for savory dishes?

This innovative trend is all about incorporating microgreens into sweet treats. From microgreen-infused chocolates to basil microgreen ice cream, the possibilities are endless.

Here's a game-changing idea: Try adding finely chopped mint microgreens to your next batch of chocolate chip cookies. The mint adds a fresh, unexpected flavor that pairs beautifully with the chocolate while also sneaking in some extra nutrients.

Underground Trend #10: Microgreen Face Masks

While not directly related to consumption, this trend speaks to the “you are what you eat” philosophy by applying it externally.

Some skincare enthusiasts are creating DIY face masks using microgreen creams, believing that the high nutrient content can benefit the skin when applied topically.

While the scientific jury is still out on the effectiveness of this trend, it's an exciting example of how the microgreen revolution is expanding beyond just dietary considerations.



Wrap-up: Underground Trends in Microgreen Consumption

As we've explored these underground trends in microgreen consumption, it's clear that these tiny greens are making a significant impact on how we approach nutrition.

From innovative culinary uses to unexpected applications, microgreens are proving that good things really do come in small packages.

Remember, the essence of “you are what you eat” isn't just about consuming nutrients – it's about being mindful and creative with our food choices.

By incorporating these underground trends into your diet, you're not just boosting your nutrient intake; you're participating in a movement that's redefining our relationship with food.

So the next time you're staring at a bland salad or an uninspired meal, remember there's a world of microgreen possibilities waiting to be explored.

Who knows? Your next culinary adventure might just be a tiny green shoot away.

Research

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Evidence-based Expertise

AG Greenhub: Vertical Farming For R&D



Greenhub, a pioneering company in the vertical farming industry, evolved from a university project into a leader focused on research-oriented farming solutions.

Founded by two enthusiasts, Kay and Alex, [Greenhub](#) recognizes the need for specialized tools in vertical farming to aid research processes.

Their flagship product, GreenResearcher, is designed to provide precise control over

critical growth variables such as lighting, climate, and nutrient delivery.

This integrated approach facilitates data accuracy and efficiency, allowing researchers to conduct reproducible trials effectively.

Greenhub prioritizes plant-centric technology development, ensuring that innovations align with the specific needs of various plants, thus optimizing growth conditions and maximizing yield.

Collaborating with research institutions, Greenhub aims to bridge the gap between academic findings and practical applications in commercial farming.

Their ongoing projects, including the SenSEA initiative, emphasize the creation of intelligent vertical farms capable of self-management.

As they continue to enhance visibility within the research community, Greenhub's

commitment to translating scientific research into actionable insights promises to shape sustainable practices in **microgreen farming** and beyond.

Source: Achard, S. (2024, August 22). *Vertical farming for R&D: Bridging the gap between research and industry with innovative vertical farming solutions.* The Indoor Farmer. Retrieved from <https://www.indoorverticalfarm.com/p/vertical-farming-for-r-and-d>

Cultivation Techniques

Dutch business Koppert Cress introduces Microgreens to Londoners



Microgreens are gaining attention in London's culinary

scene, notably highlighted by the partnership between Harwoods of London and [Koppert Cress](#).

With over thirty years of collaboration, they emphasize promoting premium microgreens to chefs and consumers alike.

Their summer digital marketing campaign, dubbed “London’s Secret Ingredient,” aims to enhance the visibility and adaptability of microgreens in diverse dishes.

Known for their intense flavor profiles, these freshly sprouted seedlings are considered innovative ingredients that elevate the aroma and presentation of meals.

As part of their initiative, an event at Mission Kitchen will allow chefs to explore the culinary versatility of microgreens.

The long-standing relationship between Harwoods and Koppert Cress demonstrates their commitment to providing

quality products and meeting the evolving needs of the restaurant industry.

Source: Leighton, T. (2024, August 8). *Harwoods of London and Koppert Cress team up to promote premium microgreens to chefs*. New Covent Garden Market.

<https://newcoventgardenmarket.com/blog/harwoods-koppert-cress-promotion/>

Emerging Industry News

Food Safety Starts on the Farm



Listen here, microgreens farmers. Growing microgreens is not just about planting and harvesting.

It is about embracing a holistic approach to your small farm enterprise.

In the latest episode of Food Safety Matters, Joelle

Mosso, M.S., Associate Vice President of Science Programs for [Western Growers](#), talks about the complexity of packaging design for fresh-cut produce, which must consider a multitude of factors to ensure a food-safe internal atmosphere and adequate shelf life.

Ms. Mosso works alongside growers to develop improved approaches to food safety and sustainability challenges.

Western Growers is providing valuable resources, and you'd be wise to pay attention.

Now, water testing and soil sampling are crucial.

Don't neglect these aspects of your operation.

They're as important as the seeds you sow.

And speaking of seeds, we've got new challenges with cyclospora.

It's a tricky parasite, but don't you fret. Scientists are working hard to understand it better.

Canada's making moves to reduce plastic use. This move might seem daunting, but remember, adversity breeds innovation.

You've got to think creatively about packaging while maintaining food safety and quality.

And let's talk about your equipment.

- The hygienic design of harvest tools is essential.
- Treat your field equipment like it's in a processing plant.
- Clean it, sanitize it, and monitor it diligently.

Remember, successful farming is about more than just growing.

It's about understanding your entire operation, from field to fork.

Stay informed, be adaptable, and always look for ways to improve.

That's how you'll build a sustainable, profitable microgreens business.

You can Listen to the podcast here:

Source: Food Safety Magazine. (2024, August 13). Ep. 175. Joelle Mosso: Food safety starts on the farm. [Podcast episode]. <https://www.food-safety.com/articles/9670-ep-175-joelle-mosso-food-safety-starts-on-the-farm>

Commercial Best Practices

From 0 to more than \$1000 – Ukraine microgreen farming

Bohdan Kovalenko, a microgreen farmer from Sumy, Ukraine, shares his journey from entrepreneurship in retail to the cultivation of microgreens.

Initially, he and his wife operated an online store for women's bags and clothing.

With the onset of the conflict in 2014 and heightened competition, they pivoted to agriculture.

After being inspired by encountering microgreens in a restaurant, Kovalenko began experimenting in his kitchen.



Through persistent learning and trial and error, he constructed a more advanced growing setup and began supplying local restaurants and supermarkets.

Despite facing skepticism from potential clients and the challenges posed by war, Kovalenko successfully established himself as the leading microgreens supplier in Sumy, supplying a diverse range of products.

His success emphasizes the importance of adaptation, innovation, and quality service in agriculture.

He also encourages new growers to differentiate themselves with unique offerings.

His future plans include expanding his agricultural efforts into greenhouse production.

This story serves as an inspiration for aspiring microgreens farmers, demonstrating that commitment and creativity can lead to a profitable venture.

New Microgreens Farmers And Growing the Business

New microgreens farmers face several challenges as they

attempt to establish and grow their businesses.

One primary difficulty is the lack of clear, standardized instructions for growing these crops, which means that new farmers often have to rely on trial and error to discover effective methods.

Additionally, trust from potential buyers can be hard to earn, as established suppliers may dominate the market.

New farmers may encounter skepticism from restaurants and supermarkets that already have existing relationships with suppliers.

Securing customers is further complicated by the need to offer unique varieties of microgreens that differentiate them from competitors.

Lastly, logistical challenges, such as securing consistent light and maintaining optimal growing conditions, are critical for crop quality and yield.

Effective Marketing Strategies for New Microgreens Farmers

New farmers can effectively market their microgreens by leveraging several strategies.

You should start by understanding your target market and defining your unique selling proposition.

Engaging on social media platforms is crucial, as it allows farmers to showcase their products through appealing visuals and stories.

Partnerships with local restaurants, cafes, and supermarkets can be beneficial; offering free samples to chefs can create interest and lead to valuable customer relationships.

Additionally, establishing a local presence through farmer's markets or community events can enhance visibility and generate word-of-mouth referrals.

Educational initiatives, such as workshops or cooking classes

featuring microgreens, can also increase consumer awareness and appreciation for their health benefits.

Source: Kovalenko, B. (2024, August 5). *From 0 to more than 1000 dollars – the story of a Sumy microgreen farmer*. Mistosumy.com. https://mistosumy.com/news/gorod_i_region/82850-vid-0-do-bilse-1000-dolariv-istoriia-sumskogo-fermera-mikrozeleni.html

Meet Amberly Farm and their new self-serve Micro-Market



Amberly Farm in Kambah, Canberra, Australia, began as a simple self-serve fridge for eggs and has now evolved into a thriving micro-market.

Purchased by the Lilleyman family in 2012, the farm emphasizes regenerative

agriculture and community support.

Under the guidance of Adam Lilleyman, pastured chickens were introduced to improve soil health without synthetic fertilizers.

The [Amberly Micro-Market](#) was created to allow local farmers to sell their products sustainably, including fruits, vegetables, and artisan goods like **microgreens**.

With a farm-fresh egg supply and additional local offerings, this self-serve market aims to foster community connections and healthy food choices, all while addressing challenges like rising production costs and climate impacts.

The Lilleyman family is committed to continuing their farming legacy sustainably.

Source: Cross, E. (2024, August 23). *Meet Amberly Farm and their new self-serve Micro-Market*. HerCanberra. <https://hercanberra.com.au/>

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