

WEEKLY DIGEST

WHY KETO FALLS SHORT WITHOUT MICROGREENS: HERE'S THE FIX

Transform your keto experience, enhance fat burning, and protect heart health in just 72 hours with "The Microgreens Advantage."

INSIDER SECRETS (WEBINAR): USING TRENDS TO MAXIMIZE MICROGREEN SALES

CREATIVE RECIPES: Herb-crusted Salmon, Rainbow Microgreens Salad and Avocado Cream

NUTRITION SCIENCE: Antioxidant and Biochemical Analysis of Cereal Microgreens

EVIDENCE-BASED EXPERTISE: Think Like a Farmer, Not an Engineer

“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.



**UNLOCK MARKETING
SUCCESS FOR YOUR
MICROGREENS BUSINESS**

A Marketing Plan for Your Digital Business

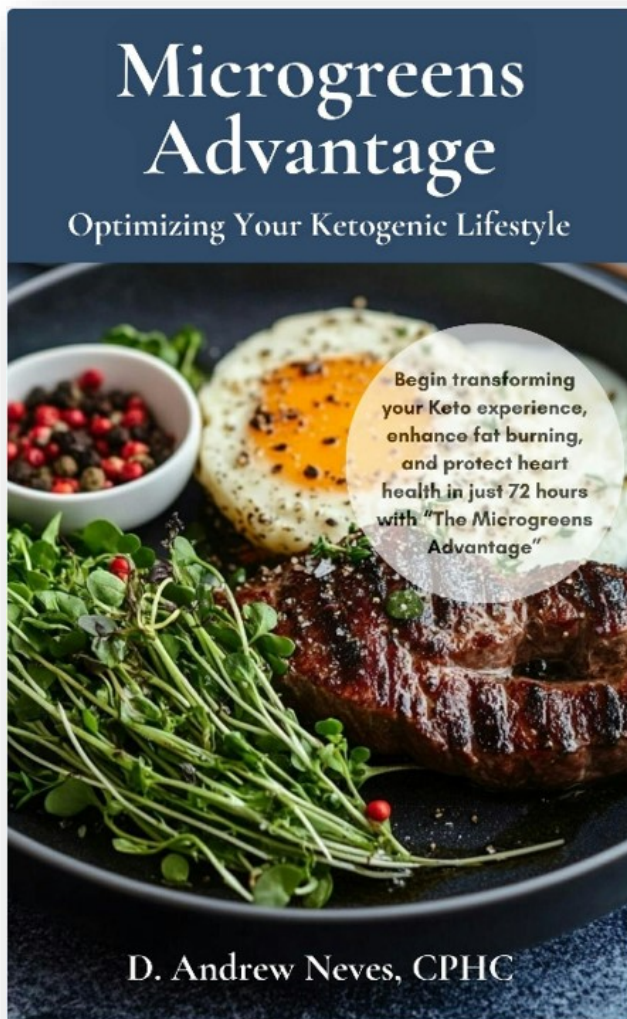
GET THE PLAN NOW!

Why Keto Falls Short Without Microgreens: Here's the Fix

Vol. 2024 No. 40

Monday, November 4, 2024

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The Missing Link in Your Keto Journey Revealed

Groundbreaking 2024 research shows **72%** of keto practitioners unknowingly compromise their health.

Now, certified professional health coach D. Andrew Neves reveals the solution: *adding specific microgreens*

Transform your keto experience, enhance fat burning, and protect heart health in just 72 hours with "The Microgreens Advantage."

Join tens who've optimized their ketogenic lifestyle using these revolutionary protocols for sustainable, long-term success.

BUY NOW!

Nutrition Science

Antioxidant and Biochemical Analysis of Cereal Microgreens



This comprehensive study (25 Oct 2024) investigated the biochemical composition and antioxidant properties of microgreens from seven cereal cultivars, including two barley, two wheat, and three oat varieties.

The research revealed significant variations in total antioxidant activity (TAA), total

phenolic content (TPC), total flavonoid content (TFC), total ascorbic acid content (TAC), and pigment contents across different cereal types.

Key findings showed that **wheat microgreens** demonstrated the highest TAA (4728.44 mg TE g⁻¹) and TFC (570.89 mg QE 100g⁻¹). In comparison, oats exhibited the highest TPC (581.00 mg GAE 100g⁻¹) and TAC (23.15 mg 100g⁻¹)[1].

Barley consistently showed lower values across most parameters.

The study also found significant correlations between TAA and both TPC and TFC, indicating the contribution of these compounds to antioxidant activity.

The implications for microgreens growers and businesses are substantial.

The research demonstrates that wheat and oat microgreens

offer superior nutritional profiles, suggesting these varieties *might be more marketable for health-conscious consumers.*

The study also highlights the importance of cultivar selection in maximizing nutritional benefits.

From a health and nutrition perspective, the findings support the growing evidence that cereal microgreens are rich sources of antioxidants and bioactive compounds.

The high levels of phenolics, flavonoids, and vitamin C suggest potential health benefits, including protection against chronic diseases and enhanced immune function.

The findings emphasize the potential of cereal microgreens as a functional food source with high nutritional value and antioxidant properties.

Source: Altuner, F. (2024). Antioxidant activity and biochemical contents of some cereal microgreens. *Cogent Food & Agriculture*, 10(1), 2419426. <https://doi.org/10.1080/23311932.2024.2419426>

This scientific research paper investigates the antioxidant activity and biochemical content of cereal microgreens. The study specifically analyzes the total phenolic content, total antioxidant activity, total flavonoid content, total ascorbic acid content, carotenoids, and pigments in various barley, wheat, and oat cultivars. The researchers measured these components in both fresh and dry materials, highlighting the significant variations between different cultivars and species. The study further examines the correlations between these biochemical properties and pigment levels, revealing a strong positive relationship between total chlorophyll and its components, as well as a significant positive correlation between total antioxidant activity and total phenolic content. The findings emphasize the potential of cereal microgreens as a functional food source with high nutritional value and antioxidant properties.

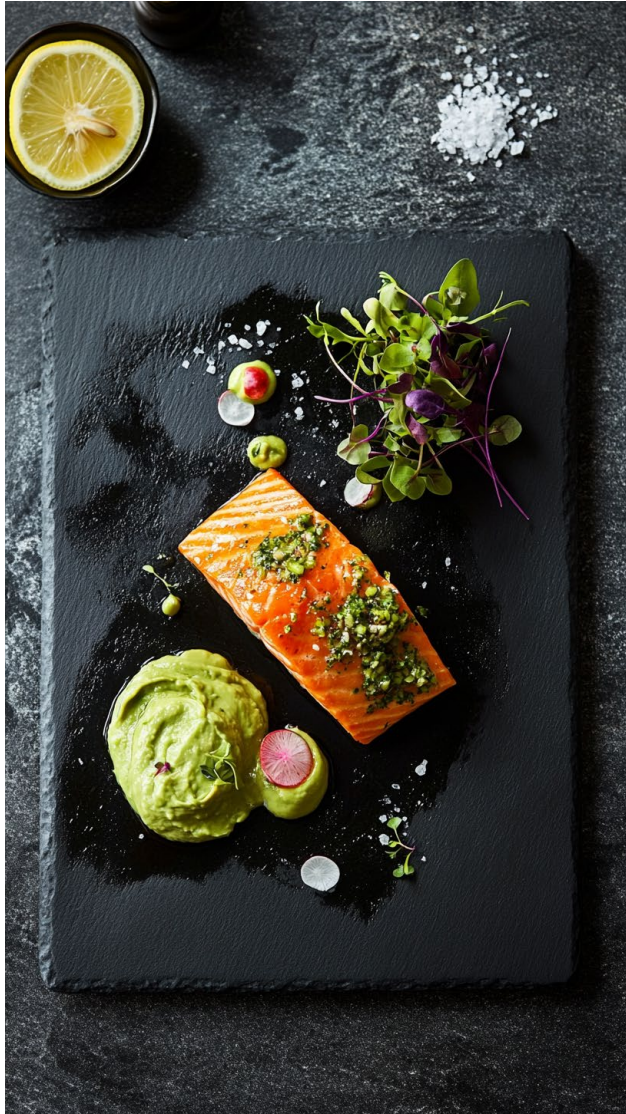
Creative Recipes

Herb-crusted Salmon with Rainbow Microgreens Salad and Avocado Cream

A perfectly seared salmon fillet encrusted with fresh herbs served on a bed of mixed microgreens with a velvety avocado cream sauce.

This dish combines the rich omega-3s of salmon with the nutrient density of microgreens

for a keto-friendly, nutrient-packed dinner.



Recipe Information

- Prep Time: 15 minutes
- Cook Time: 12 minutes
- Category: Main Dish
- Method: Pan-seared
- Cuisine: Modern American Fusion
- Yield: 2 servings

Ingredients

For the Salmon:

- 2 (6 oz) wild-caught salmon fillets
- 2 tablespoons fresh herbs (thyme, rosemary, parsley), finely chopped
- 2 tablespoons olive oil
- 1 tablespoon butter
- Salt and pepper to taste

For the Microgreens Salad:

- 1 cup broccoli microgreens
- ½ cup sunflower microgreens
- ½ cup radish microgreens
- ¼ cup pea shoots
- 2 tablespoons olive oil
- 1 tablespoon lemon juice
- Himalayan salt to taste

For the Avocado Cream:

- 1 ripe avocado
- 2 tablespoons heavy cream
- 1 tablespoon lemon juice
- 1 small garlic clove
- Salt and pepper to taste

Preparation

1. Pat salmon dry and season with salt and pepper. Press

- the herb mixture onto the flesh side.
2. Heat olive oil and butter in a cast-iron skillet over medium-high heat.
 3. Cook salmon skin-side up for 4 minutes, flip, and cook for another 3-4 minutes.
 4. Blend avocado cream ingredients until smooth.
 5. Toss microgreens with olive oil and lemon juice just before serving.

Plating

Spread avocado cream in an artistic swoosh across the plate. Place the herb-crusted salmon in the center. Arrange the dressed microgreens in a loose pile beside the salmon, allowing each variety to be visible. Garnish with extra pea shoots and a drizzle of olive oil.

Benefits of Specific Microgreens

- Broccoli microgreens: Provide detox support for processing healthy fats

- Sunflower microgreens: Add magnesium for energy metabolism
- Radish microgreens: Support digestion of the rich salmon
- Pea shoots: Offer folate for cellular health

Community News

The Growth of a Small Indoor Farm Business



This article highlights Michael Temperato, the owner of [Rochester Microgreens](http://www.microgreensworld.com), for his innovative approach to microgreens cultivation through aeroponic technology.

This method enables him to deliver fresh greens on harvest day without the use of

preservatives, herbicides, or pesticides.

Operating from **a small 165-square-foot space** in his apartment, Temperato leverages vertical tower gardens to grow various microgreens efficiently, achieving up to 300 pounds per 30-45 day cycle using only \$300 worth of energy.

His marketing background assists in reaching consumers directly.

He envisions a sustainable model of microgreens farming that could eventually spread to small-scale operations globally.

The key insight for other growers is the potential efficiency and sustainability of controlled environment agriculture for producing fresher, more nutritious greens locally, reducing reliance on distant farms, and enhancing food security.

Source: Wilcox, A. A. (2024, October 21). The growth of a small indoor farm business. *Rochester Beacon*.
<https://rochesterbeacon.com/2024/10/21/the-growth-of-a-small-indoor-farm-business/>

Costa Rica's Expanding Microgreens Industry: Challenges and Innovations



The article discusses the journey of [Cosverti](#), a vertical farm in Costa Rica, led by CEO Diego Jiménez.

Initially starting as a hobby, Jiménez's project faced challenges such as sourcing materials, which significantly impacted initial costs and required overcoming regulatory hurdles for importing non-GMO seeds.

A significant part of their success is attributed to **educating consumers on the benefits of microgreens over sprouts and baby leaf products.**

Through strategic education and marketing, Cosverti built a solid customer base by working closely with both private chefs and larger distributors.

As demand for nutrient-dense and pesticide-free produce grows, particularly in response to global health and sustainability trends, Cosverti plans to scale production and potentially employ AI to optimize its processes.

The company is focused on balancing cost and quality to make microgreens more accessible while contemplating future geographic expansion.

Source: Boekhout, R. (2024, October 23). "We aim to grow in line with market trends and opportunities." *FreshPlaza*.

<https://www.freshplaza.com/north-america/article/9671236/we-aim-to-grow-in-line-with-market-trends-and-opportunities/>

Microgreens Boost: Sustainable Farming Innovation in Idaho

[Pack River Farm](#), located in Northern Idaho, is enhancing its

sustainable agricultural practices through a new partnership with Sollum Technologies.

This collaboration introduces state-of-the-art LED lighting solutions specifically tailored for the cultivation of tomatoes, lettuce, and microgreens.

Known for its dedication to organic and regenerative farming, Pack River Farm emphasizes soil health, environmental stewardship, and producing nutrient-rich food.



Sollum's technology allows the farm to customize light spectra

for different plants, optimizing growth conditions and improving crop yields.

Alongside a robust agronomic support system, this innovation supports the farm's goals of sustainable and flexible production, addressing previous challenges related to varying crop lighting needs.

The farm continues to contribute to the community's well-being by maintaining high-quality standards and enriching the local environment.

Source: Collins, M. (2024, October 23). Pack River Farm partners with Sollum Technologies to enhance sustainable crop production. *Environment + Energy Leader*. Retrieved from <https://www.environmentenergyleader.com/stories/pack-river-farm-partners-with-sollum-technologies-to-enhance-sustainable-crop-production,55167>

Certified Naturally Grown's List of Winter Conferences



Certified Naturally Grown

Conference season is about to be in full swing! Farm

conferences are a wonderful way to learn and connect with growers in a vibrant regional context. Below is a short list of conferences aligned with CNG's sustainable farming ethos.

Make sure to tag us in your conference photos @cngfarming!

November 2-3, 2024 – Durham, NC	Carolina Farm Stewardship Association (CFSA)
November 15-16, 2024 – Vancouver, WA	Tilth Alliance Conference
December 17-19, 2024 – Manchester, NH	New England Vegetable and Fruit Conference (NEVF)
January 10-12, 2025 – Roanoke, VA	Virginia Association for Biological Farming Conference (VABF)
January 17-18, 2025 – Silver Spring, MD	Future Harvest
January 23-25, 2025 – Frankfort, KY	Organic Association of Kentucky Annual Farming Conference (OAK)
January 24-25, 2025 – Montrose, CO	Western Co. Health, Food & Farm Forum
January 29th-February 1st, 2025 – Hot Springs, AR	Arkansas Grown Conference & Expo
February 4-6, 2025 – Atlanta, GA	SOWTH

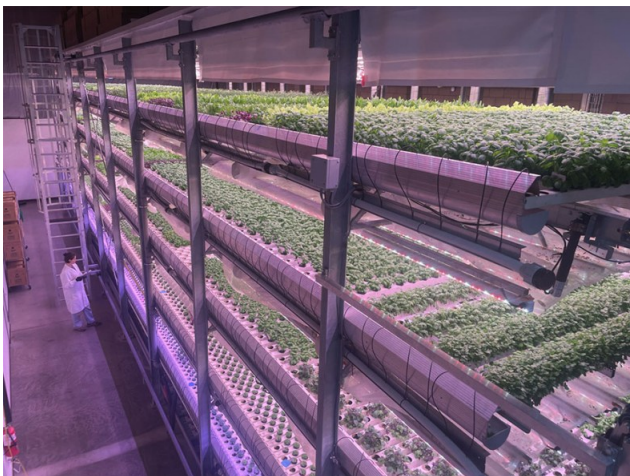
February 5-7, 2025 – Lancaster, PA	PASA Sustainable Agriculture Conference
February 13-15, 2025 – Newark, Ohio	Ohio Ecological Food and Farming Association Conference
February 15, 2025 – Burlington, VT	Northeast Organic Farming Association of Vermont (NOFAVT)

Source: Certified Naturally Grown. (2024, October 2). Certified Naturally Grown's List of Winter Conferences.

<https://www.naturallygrown.org/certified-naturally-growns-list-of-winter-conferences/>

Evidence-based Expertise

Think Like a Farmer, Not an Engineer



"Our approach has been old school. Don't expand until you know you've got the core fundamentals in place."

This is Stan Kaplita's journey in establishing Zeste Farms, an indoor vertical farming company.

Kaplita highlights the importance of prioritizing agricultural knowledge over technology when entering the controlled environment agriculture (CEA) sector.

Kaplita, previously with Plenty, recognized the need for sustainable farming solutions that eliminate the "green premium" associated with traditional methods.

Driven by the challenges and lessons from previous experiences, Kaplita aimed to develop an efficient production system rather than merely duplicating existing high-tech models.

Zeste Farms was founded during the initial stages of the COVID-19 pandemic with a vision to

address missed opportunities in indoor farming.

Kaplita leveraged his background in automation and engineering from Coca-Cola and Microsoft to create the Anaconda system—an integration of American automation and European greenhouse technologies.

This system focuses on functionality and cost-effectiveness, ensuring that maintenance is simple and parts are accessible while not relying on proprietary technology.

A critical takeaway for microgreens growers is the importance of understanding market dynamics, such as distribution and customer needs, rather than being solely focused on growing technologies.

Kaplita advises new CEA growers to establish market fit quickly, as product-market alignment is crucial for financial viability.

Zeste Farms' methodical approach emphasizes scalability based on demand, avoiding premature expansion without market assurance.

Additionally, the article underscores the necessity for CEA ventures to thoroughly comprehend supply chain logistics and regional market conditions to ensure their products reach consumers effectively.

Kaplita's strategic focus involves being a systems integrator rather than just a technology provider, integrating diverse technological elements to create a cohesive solution that prioritizes the integration with existing market systems, thus enhancing efficiency and sustainability in urban agriculture.

Source: Kuack, D. (2024, October 29). Considering starting a vertical farm? Think like a farmer, not an engineer. *Urban Ag News*.

<https://urbanagnews.com/blog/exclusives/considering-starting-a-vertical-farm-think-like-a-farmer-not-an-engineer/>

FEATURED ARTICLE

Why Keto Falls Short Without Microgreens: Here's the Fix



The Overlooked Duo in the Keto Diet

The keto diet has become the go-to for anyone looking to shed some pounds while keeping their carbs on a tight leash.

We've all heard how it works: by minimizing carbs, you encourage the body to burn fat for energy.

Keto's approach has certainly earned its place, but here's a question—are we really getting everything we need from keto alone?



When it comes to keeping our bodies fueled, nourished, and primed for long-term wellness, keto could use a little help.

Enter microgreens, a nutritional powerhouse that's small in size but big on health benefits.

Microgreens are often overshadowed, yet they pack essential vitamins, minerals, and antioxidants in every bite.

In fact, adding microgreens to keto might just be the missing ingredient for those looking beyond basic macros, aiming for true vitality.

Together, these two can boost not only your metabolism but also other essentials like gut health, hormonal balance, and inflammation management.

The Ketogenic Diet

In 1921, Dr. Russel Wilder, MD, of the Mayo Clinic instituted a [protocol](#) to treat epilepsy patients with a diet he believed was as effective as fasting.

Based on his successful results, Dr. Wilder invented the phrase “ketogenic diet.”

The Ketogenic diet became popular in the early 2000s when it got national coverage from NBC-TV's Dateline.



Ketosis

The ketogenic diet aims to induce ketosis in your body.

Ketosis is normal.

When you don't have enough glucose for energy, you burn stored fats instead.

This results in a build-up of acids called ketones within you.

In normal circumstances, your body's cells use glucose as their primary form of energy.

Dietary carbohydrates produce glucose, including:

- sugar— such as fruits and milk or yogurt, and
- starchy foods— such as bread and pasta.

However, it takes more work to turn fat into energy than it takes to turn carbs into energy.

When you switch to a very high-fat, low-carb diet, you stop using glucose and use fatty acids and ketones for energy.

Because of this, a ketogenic diet can help speed up weight loss.

Microgreens and Keto—Why Pair Them?

Nutrient Density Meets Metabolic Goals

Keto focuses on a high-fat, low-carb eating style, but where do the vitamins and minerals come from?

While keto-friendly vegetables contribute some nutrients, adding microgreens can make a world of difference.

These tiny plants offer concentrated amounts of vitamins C, K, and folate, which often fall short in a strict keto diet.

A study on Brassicaceae family microgreens highlighted their rich content of these nutrients, reinforcing their role in meeting the body's metabolic and cellular needs (Marchioni et al., 2021).

So, while keto keeps your fat metabolism humming, microgreens fill the micronutrient gaps.

Supporting the Body's Natural Detox Pathways

High-fat diets like keto put extra work on the liver, which handles fat metabolism and detoxification.

Here, microgreens shine with phytochemicals that help ease this burden.

For instance, sulforaphane, abundant in broccoli microgreens, has been shown to support liver detox pathways.

By adding microgreens, you're not only feeding your cells but giving your liver a bit of support on its 24/7 shift (Dimita et al., 2022).

Beyond Basics—Microgreens for Gut Health, Inflammation, and Hormonal Balance



The Gut Health Connection

Keto's low-fiber foods can leave you light on fiber. While microgreens won't solve that entirely, their minimal fiber content can still be beneficial.

The gut microbiome is essential for metabolic and mental health, which keto fans strive for.

Microgreens offer prebiotic support to feed good bacteria, something that's even more essential when fiber intake is low.

Research points to the gut as a key player in everything from mood to immunity (Merlo et al., 2024).

Supporting it with microgreens can be a game-changer in your diet.

Inflammation and Antioxidant Power

Inflammation lurks behind many chronic health conditions keto users aim to prevent or manage.

The antioxidants in microgreens, especially sulforaphane in broccoli microgreens, can combat oxidative stress and inflammation, making them ideal for balancing the body's response to a high-fat diet.

And if you're wondering if inflammation is actually a problem, consider it the body's "silent warning system."

Keeping it in check is crucial, and microgreens provide a natural, flavorful way to do just that (Partap et al., 2023).

Hormonal Balance

Keto has a well-documented effect on cortisol levels, often increasing this stress hormone.

But here's where microgreens come in handy.

Many microgreens, particularly those high in folate and B vitamins, help support adrenal function and hormonal balance.

By pairing them with keto, you're feeding not only your metabolism but also your hormonal health, which plays into overall energy levels and stress resilience.

Top Microgreens for a Keto Lifestyle

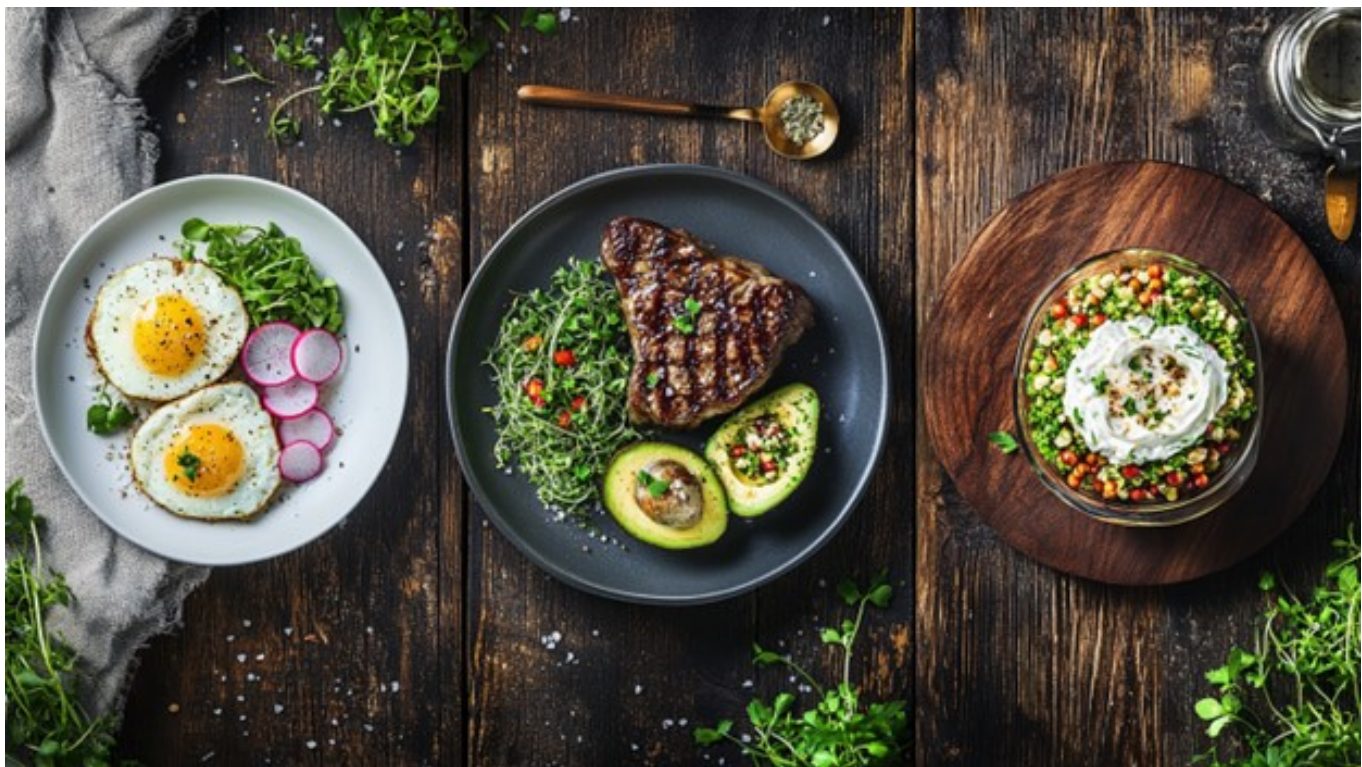
The Power Players: Broccoli, Sunflower, Radish, and Pea Shoots

While there are dozens of microgreens to explore, here are four worth adding to your keto plan today:

- **Broccoli:** Rich in sulforaphane, it's known for its detox and anti-inflammatory effects. Think of it as a liver's best friend.

- **Sunflower:** Contains magnesium, which is crucial for muscle function and energy—both essential when you're burning fat as fuel.
- **Radish:** Great for digestion and adds a spicy kick that can liven up high-fat meals.
- **Pea Shoots:** Packed with folate, it is an excellent choice for cellular health and hormonal balance.

Easy Ways to Add Microgreens to Keto Meals



Breakfast Boosts

Starting your day keto doesn't have to mean skipping the greens.

Mix microgreens into scrambled eggs, sprinkle them over avocado on keto toast, or add them to a morning smoothie.

These options are simple and can transform a routine breakfast into a nutrient-dense meal without any extra carbs.

Lunch & Dinner Options

For lunch and dinner, microgreens make the perfect garnish for keto-friendly bowls and salads.

Picture a fatty steak or salmon topped with sunflower and radish microgreens—they add both crunch and flavor without interrupting your macros.

Adding microgreens to your dishes is like setting your plate with the best nutritional insurance you can find.



Snacks

If you're looking for a snack, try pairing microgreens with keto-friendly dips like guacamole or homemade ranch.

They add a fresh bite, and these nutrient-packed plants can help reduce those afternoon cravings.

Dipping radish microgreens in guacamole, for instance, turns a simple snack into a satisfying mini-meal.

Potential Risks of Keto and the Protective Role of Microgreens

While the keto diet has been lauded for its metabolic benefits, recent studies indicate that it isn't without its risks.

From raising LDL cholesterol to increasing the likelihood of nutrient deficiencies, the keto diet has notable downsides, particularly when maintained long-term.

For instance, a case study from the American Journal of Preventive Cardiology showed that an individual following a strict keto regimen experienced dangerous spikes in cholesterol levels, ultimately leading to a severe cardiovascular event (Zaidi, 2024).

Additionally, ketogenic diets have been associated with potential liver strain, kidney issues due to high protein intake, and nutrient imbalances, especially in vitamins A, C, and K (Saifuddin, 2024).

But this is where microgreens can play a strategic role.

Microgreens are packed with essential nutrients and antioxidants that can offset some of the keto's drawbacks.



For example, including microgreens high in vitamin K, such as broccoli and radish microgreens, can help maintain cardiovascular health by supporting blood coagulation and arterial elasticity—key factors for anyone following a high-fat diet (Dimita et al., 2022).

Furthermore, microgreens like sunflower and pea shoots provide magnesium, helping to balance electrolytes and reduce muscle cramping, a common issue on keto (Partap et al., 2023).

For those concerned about long-term keto adherence, microgreens offer a way to add nutrient density without increasing carb intake.

Their high fiber content also supports gut health, which is another area that can suffer from keto due to limited sources of dietary fiber.

By incorporating a variety of microgreens, you not only help balance out potential nutrient gaps but also support liver health and oxidative defense, offering a more sustainable approach to the keto lifestyle.

In short, while keto has its risks, microgreens provide a nutrient-packed buffer, allowing for a more balanced approach that can promote long-term health and wellness within a keto framework.

But, as always, check in with your primary healthcare advisors before changing your diet or nutrition plans.

Longevity and Healthspan—Keto and Microgreens for Life



Think about why you chose keto in the first place. For most, it's about longevity, mental clarity, and overall health.

Microgreens fit seamlessly with those goals.

They provide a level of nutrient support that not only helps you stay in top shape today but also provides lasting benefits for your health as you age.

Recent studies suggest that foods high in micronutrients support aging gracefully, making microgreens an ideal addition to your diet (Bhaswant et al., 2024).

What This Means for Your Health Journey


In summary, keto might be doing wonders for your metabolism, but to round out its benefits, adding microgreens is the next step.

These nutrient-packed greens complement keto perfectly, filling in nutritional gaps while supporting everything from your gut to your hormones.

Try adding them to your meals for a week—small adjustments can yield significant results.

For those who want to take it further, my eBook dives deep into a comprehensive guide on pairing microgreens with keto.

You'll find practical tips, recipes, and a structured plan for bringing these two nutritional giants together for a life of health and longevity.



~~\$24.99~~ \$17.99

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BUY NOW!

Research

Dimita, R., Min Allah, S., Luvisi, A., Greco, D., De Bellis, L., Accogli, R., Mininni, C., & Negro, C. (2022). Volatile Compounds and Total Phenolic Content of *Perilla frutescens* at Microgreens and Mature Stages. *Horticulturae*, 8(1), 71. <https://doi.org/10.3390/horticulturae8010071>

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Medical Disclaimer

The information provided in this article by Microgreens World and related materials is for educational purposes only and should not be considered medical advice. Always consult with a qualified healthcare professional before making any changes to your diet, lifestyle, or health regimen. The author and publisher are not responsible for any consequences resulting from the use of this information, and readers assume full responsibility for their actions based on it.

After years of cultivating microgreens, I compiled my knowledge into a comprehensive beginner's guide titled “**Children of the Soil.**”



**Transform Your Home into
a Nutrient-Packed
Superfood Haven**

Your 9-Day Blueprint to Microgreen Mastery

GET THE BOOK!

MORE INFORMATION AT WWW.MICROGREENSWORLD.COM

Cultivation Techniques

Hydroponic Fertilizer for Leafy Greens: Easy Recipe for Beginners

Thinking about hydroponic microgreens?

Learn the basics first as you see how to make a nutrient solution from scratch for growing leafy greens hydroponically — perfect for beginners.

We cover everything you need to know, from considering your water source to adjusting calcium and sulfate levels.

This YouTube video provides a step-by-step guide for creating a hydroponic fertilizer solution.

The video's presenter, Carla Garcia, from Hort Americas, explains the necessary components, including the P-Maras fertilizer, calcium nitrate, and magnesium sulfate, emphasizing that their proportions depend on the water source's mineral content.

The video outlines the recommended pH and electrical conductivity ranges for optimal leafy green growth, demonstrates the proper mixing process, and highlights the importance of testing the solution's properties after combining all the ingredients.

Microgreens Business Expansion from Garage to Store

The article outlines the journey of Mark Tarziers, founder of [Dayton Microgreens](#), who transformed his hobby of cultivating microgreens into a viable business.



Initially starting in his garage with a few trays, Tarziers' venture expanded to a full-fledged operation on Wayne Avenue, producing 130 trays of 26 microgreen varieties.

Tarziers' motivation stemmed from personal health challenges that introduced him to the idea of microgreens, leading to a passion and subsequent entrepreneurship.

Leveraging platforms like YouTube for self-learning, he adopted a chemical-free cultivation method.

The business has seen considerable growth, serving local markets restaurants, and offering delivery services.

Tarziers' story exemplifies that with dedication and community support, personal ventures can flourish into significant enterprises.

This case provides valuable insight to aspiring microgreens entrepreneurs on starting small, leveraging community engagement, and maintaining quality for scaling a business.

Source: Jones, N. (2024, October 24). Meet the founder of Dayton Microgreens, who grew it out of his garage to a Wayne Avenue business. *Dayton Daily News*. Retrieved from <https://www.daytondailynews.com>

Emerging Industry News

Reptile Microgreens Business: Transforming Pet Care

The article discusses the launch of [Jurassic Greens](#), a new microgreens kit designed specifically for reptiles.

Led by Amelia Island Microgreens and created by Connor Hiebel, the campaign starts on November 1, aiming to enhance reptile health by providing an easy way for owners to grow nutrient-rich, pesticide-free greens at home.

The kit grows in just seven days and offers 40% more nutrients compared to mature vegetables, which could significantly improve reptiles' health.

Hiebel highlights the common challenges of maintaining a balanced reptile diet and emphasizes the product's potential to provide safe nutrition conveniently.

The campaign also includes benefits like exclusive backer access, stretch goals, and the

opportunity to join a passionate reptile community.

This initiative highlights the growing trend of personalized, sustainable pet care solutions.

Source: Jurassic Greens. (2024, October 31).

Kickstarter Launches Nov. 1 for Jurassic Greens - The Ultimate Microgreens Kit Transforming Reptile Health and Nutrition. OpenPR.

<https://www.openpr.com/news/3716879/kickstarter-launches-nov-1-for-jurassic-greens-the-ultimate>

Future Food Foundry Invests US\$5 Million in Greeneration



Future Food Foundry has invested \$5 million into Greeneration, a Dubai-based vertical farming startup, to enhance its product offerings beyond specialty greens.

This investment will help Greeneration expand into superfoods and adaptogens, targeting products that support extended health spans via nutritional benefits.

The focus will now include products like spirulina, chia seeds, and probiotics, which are essential for improving gut and brain health.

The investment aims to boost local production, reduce dependence on food imports, and accelerate Greeneration's development into a sustainability-driven longevity brand in the UAE.

Utilizing 95% less water than traditional farming, Greeneration's operations are also environmentally sustainable.

Nevertheless, consumer education regarding the benefits of functional foods remains a challenge.

Insights for microgreens businesses include considering diversification

into superfoods to harness health and sustainability trends, investing in consumer education to bridge knowledge gaps about health benefits, and focusing on local, sustainable production to reduce environmental impact and enhance food security.

Source: Inc.Arabia Staff. (2024, October 17). Future Food Foundry invests US\$5 million in Greeneration. Inc.Arabia. <https://en.incarabia.com/future-food-foundry-invests-us5-million-in-greeneration-690285.html>

Commercial Best Practices

The Collective Farm Shops

In France, "magasin de producteurs" (producers' stores) represent a successful cooperative retail model where multiple farmers collectively own and operate farm shops.

The first store opened in 1978, and today there are over 300 nationwide.

These stores operate under specific regulations: they must be farmer-run, incorporated as non-profits or cooperatives, and 70% of sales must come from collective members.



A 16% commission covers operational costs, and farmers typically work in the store for 1-2 days monthly.

The article highlights La Bardane, a collective shop started by 29 farmers in Provence.

With €1 million in annual sales, it has become a successful outlet for local producers, especially

during periods of market volatility.

The shop serves over 150 customers daily and offers a wide range of products, including vegetables, fruits, cheese, and meat.

Key success factors include:

- Location near main roads
- Minimum 100 square meters of space
- Operating at least 50 hours weekly
- Diverse product selection
- A large number of participating farmers

The economic impact is significant - every euro spent in these shops generates €2.8 in the local economy within an 80km radius.

Insights for microgreens growers:

1. The collective model could provide a stable sales channel with daily delivery opportunities

2. The 16% commission structure is more favorable than traditional retail markups
3. Direct customer interaction through required store shifts can build brand loyalty
4. Collaboration with other producers can help balance product offerings
5. The model provides protection against market fluctuations

Source: Vaysse, C. (2024). Collective farm shops: A new farm store model is growing in France. *Growing for Market Magazine*, 33(10), 1-4. [Organic Farming Magazine For Vegetable & Flower Farmers](#)

Insider Secrets: Using trends to maximize microgreen sales

In this interactive workshop, dive deep into the strategies and tools to scale microgreens businesses by leveraging current consumer trends in sustainability and health-conscious eating.

Source: Microgreen Workshop. (2024, November 4). *Microgreens workshop: Maximizing sales through current trends* [Video]. YouTube. <https://youtube.com/watch?v=5PyKcu7GkP4>



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

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