

Green Mission News

November 2013 Green Mission News

What's in the News...

Gotham Greens

Gotham Greens' existing greenhouse in Brooklyn.

... reduction in food miles that comes from growing produce directly atop where it will be sold.

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External Article Links:

- Farmedhere: Zero-Waste Organic Farming of The Future

www.ortablu.org/news/world-news/farmedhere-zero-waste-organic-farming-of-the-future

- A Bright Future for Urban Farming

www.huffingtonpost.com/dickson-despommier/urban-farming_b_4124598.html

- Seed laws in Latin America: the offensive continues, so does popular resistance

www.grain.org/article/entries/4808-seed-laws-in-latin-america-the-offensive-continues-so-does-popular-resistance

- Agrochemicals Linked To Higher Cancer, Birth Defect Rates In Some Argentine Provinces: Report

www.ibtimes.com/agrochemicals-linked-higher-cancer-birth-defect-rates-some-argentine-provinces-report-1433122

- Earth to Seattle Times: glyphosate is an endocrine disruptor

www.examiner.com/article/earth-to-seattle-times-glyphosate-is-an-endocrine-disruptor

- GMO mumbo-jumbo by Vandana Shiva

www.asianage.com/columnists/gmo-mumbo-jumbo-582

- The real point of GM food is corporate control of farming

www.theecologist.org/News/news_analysis/2140802/the_real_point_of_gm_food_is_corporate_control_of_farming.html

- First Carbon Nanotube Computer

Sayonara, silicon? Engineers build first carbon nanotube computer

www.latimes.com/science/sciencenow/la-sci-sn-carbon-nanotube-computer-silicon-20130927,0,1277167.story#axzz2jbtFj2bm

Researchers at Stanford have come up with a basic computer built entirely out of transistors made with carbon nanotubes, instead of the traditional silicon. With Moore's Law bringing taking silicon-based chips to the limits of scale and efficiency, carbon nanotubes can offer the prospect of improved performance levels by orders of magnitude.

- Moose Die-Off Alarms Scientists

www.nytimes.com/2013/10/15/science/earth/something-is-killing-off-the-moose.html

- Monsanto & Seed Patent Laws (video 4:24 minutes, THE DAILY SHOW)

<http://www.thedailyshow.com/watch/thu-september-12-2013/monsanto---seed-patent-laws>

Asif Mandvi learns that greedy farmers have threatened the livelihood of Monsanto's heroic patent attorneys.

- Changing the Game? Emissions and Market Implications of New Natural Gas Supplies
Industrial Food Animal Production in America:

www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future/_pdf/news_events/events/CLF-PEW-for%20Web.pdf

- Download Your Communities for Resilience Toolkit

www.baylocalize.org/toolkit

- The United States of Drought

www.ipsnews.net/2013/10/the-united-states-of-drought/

- With Biomimicry: A Regenerative Economy Free From Environmental Debt

www.triplepundit.com/2013/07/regenerative-economy-biomimicry/

- Creating A "Regenerative Economy" To Transform Global Finance Into A Force For Good
What if the economy protected people and the planet?

www.fastcoexist.com/3020653/creating-a-regenerative-economy-to-transform-global-finance-into-a-force-for-good

- The Future European Economy

www.eurasiareview.com/25102013-future-european-economy-speech/

It also means revising the targets in that waste legislation to make it fit for the purpose of putting Europe on course for resource efficiency and circular economy.

- How deforestation for palm oil is driving Sumatran tigers toward extinction

www.greenpeace.org/international/en/publications/Licence-to-kill/

- Got Food Security? Look to the World's Growing Social Movements

www.foodfirst.org/en/got+food+security%3F

- Make Agriculture Truly Sustainable Now for Food Security In A Changing Climate

unctad.org/en/PublicationsLibrary/ditcted2012d3_en.pdf

- No scientific consensus on GMO safety

http://sustainablepulse.com/wp-content/uploads/ENSSER_Statement_no_scientific_consensus_on_GMO_safety_ENG_LV.pdf

- BPA, phthalate exposure may cause fertility problems

www.cnn.com/2013/10/15/health/bpa-miscarriage-phthalates-fertility/

- What is the Anthropocene Era ?

www.anthropocene.info/en/anthropocene

- Battery-Stored Solar Power Sparks Backlash From Utilities

www.bloomberg.com/news/2013-10-07/battery-stored-solar-power-sparks-backlash-from-utilities.html

- CO2 Reshaping the Planet, Meta-Analysis Confirms

www.ipsnews.net/2013/09/co2-reshaping-the-planet-meta-analysis-confirms/

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Full Length Article Below:

- Whole Foods Features Live Produce Grown in Unique Towers
- Above a Whole Foods Market, A Greenhouse Grows in Brooklyn

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Whole Foods Features Live Produce Grown in Unique Towers

A University of Wyoming business incubator client, Bright Agrotech, is selling its products on a trial basis at Whole Foods in Fort Collins, Colo., the first major supermarket chain that has featured the company's patented ZipGrow Towers.

Bright Agrotech grows salad greens and herbs in the towers using a technology called hydroponics, in which plants are grown soil-free, with nutrients being supplied in the irrigation water.

The towers allow customers to cut their own live produce, says Nate Storey, Bright Agrotech founder.

"If the trial proves successful, Whole Foods will feature the technology in its other stores," he says. "Our goal is to eventually make our way into more Whole Foods and traditional grocery stores."

Bright Agrotech owns Bayberry Fresh, a Colorado farm that can replace the grocery store towers with freshly grown salad greens and herbs every day. It's a capability that is ideally suited to Whole Foods customers.

"They know it's fresh and locally produced, and tastes better than anyone else's," Storey says. "It's a solution for small growers who want to sell, and customers who want to buy quality produce."

Bright Agrotech is a client of the Wyoming Technology Business Center, the university's business incubator that assists Wyoming entrepreneurs. Storey receives professional business counseling and executive coaching services designed to help the business grow larger and faster than it would otherwise. Such assistance, he says, has been

essential to the company's growth.

"The incubator has helped us to take our product to market and be successful," he says. "This is UW's technology that we are developing and leveraging, and trying to turn into gold."

Additionally, he says the university's Research Products Center (RPC) has provided services to ensure the business's success. The RPC helps Wyoming citizens and companies identify, protect and commercialize their inventions and intellectual property.

"These businesses have been important organizations in helping my business be successful," he says.

For more information, visit www.brightagrotech.com.

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Above a Whole Foods Market, A Greenhouse Grows in Brooklyn

by Mmat McDermott ([link](#))

By the end of this year, a neighborhood in Brooklyn, New York, will witness the completion of a cutting-edge partnership in urban agriculture and retail — a 20,000-square-foot rooftop greenhouse built on a Whole Foods supermarket.

Atop this newly constructed store in Gowanus, Brooklyn, [Gotham Greens](#) — a New York City-based company that grows greenhouse vegetables — plans on expanding its well established offerings of leafy greens to include tomatoes on the vine, as well as cherry and grape tomatoes. The produce will be sold at the store below and at other Whole Food markets in New York. Scheduled for completion in December, Gotham Greens says the new facility will be capable of producing 150 tons of produce each year, a significant increase over the capacity of its existing 100-ton-per-year solar-powered rooftop greenhouse in nearby Greenpoint, Brooklyn.

The new facility continues the environmental ethos of Whole Foods' and Gotham Greens' current operations. All the produce grown in Gowanus will be raised without pesticides, although because the operation is hydroponic, it [can't be certified as organic](#).

Advanced irrigation systems will enable the greenhouse to use 20 times less water than conventional farming. And then there's the significant



Gotham Greens

Gotham Greens' existing greenhouse in Brooklyn.

reduction in food miles that comes from growing produce directly atop where it will be sold.

Michael Sinatra, Northeast public affairs manager for Whole Foods Market, told *Yale Environment 360* that the store hasn't determined what percentage of overall store produce will be grown by Gotham Greens. But he says it will be significant and notes, "We'll be shipping products to other stores in New York City from this location."

The new Brooklyn store may be the first urban rooftop greenhouse connected to a major supermarket, but it's not Whole Foods' first foray into rooftop gardening. A newly opened store in the town of Lynnfield, Massachusetts, has a 17,000-square-foot rooftop farm, supplying tomatoes, carrots, kale, chard, and herbs to the store.

Should these models prove commercially successful, it could be something that's picked up across the nation by the Austin, Texas-based chain. Sinatra points out that no two Whole Foods stores are the same, but "at Whole Foods, one store will try something out; it catches on and tends to grow that way."

A 20,000-square-foot rooftop greenhouse producing 150 tons of produce a year is, of course, a miniscule percentage of the food consumed in the Gowanus neighborhood, let alone in Brooklyn or all of New York City. But the new venture demonstrates the growth potential in rooftop and urban farming. "If it's successful, there's potential to roll out this model to other urban areas," Gotham Greens' co-founder and CEO Viraj Puri recently told [Edible Brooklyn](#).

Founded in 2008, Gotham Greens — which grows products ranging from Swiss chard, to bok choy, to arugula — has successfully demonstrated the viability of rooftop farming

in New York. At the Gowanus location, Whole Foods says it plans to bring in local students to learn about greenhouses, farming, and environmental issues.

There is no lack of irony and inspiration in the fact that the Whole Foods rooftop garden will be in Gowanus, historically one of the most polluted areas of Brooklyn. The Gowanus Canal, a [designated Superfund site](#), abuts the store. And as the canal is cleaned up — a \$506 million cleanup plan was finalized by the U.S. Environmental Protection Agency in September — a new generation of urbanites will be able to experience one possible future for sustainable food production.

Mat McDermott writes about environmental issues for a variety of print and online publications, including Motherboard, Earthtechling, Hinduism Today, and Dark Rye. Previously for Yale e360, he wrote about the [Vermont Sail Freight Project](#).