



Howenstine Magnet High School

TUSD Governing Board

December 12th, 2017

A decorative banner at the bottom of the slide features a light green silhouette of a city skyline with various building shapes. Overlaid on the right side of the skyline is the text "BRINGING GREEN TO THE CITY" in a bold, light green, sans-serif font.

BRINGING GREEN TO THE CITY

Merchant's Garden AgroTech is an indoor urban farm that grows, sells and distributes fresh produce to restaurants, schools, and grocery stores.

Feeding people food and food data



BRINGING GREEN TO THE CITY

The last 24 months...

https://www.youtube.com/watch?v=Cj_Vc8-iisU

How We Do It

Indoors

- Computer controlled environment
- 10X Volume Per SQFT



Hydroponics & Aquaponics

- 90% Less Water than conventional farming



Urban

- 40% Reduction in Food Waste
- Vertically integrated supply chain



1.5L of water



18 hrs old

30% less CO2

BRINGING GREEN TO THE CITY

Meet Merchant's Garden



<https://www.youtube.com/watch?v=aocmJjtcTxI&t=6s>

BRINGING GREEN TO THE CITY

merchant'sgarden

Community Impact & Reach - 2016/2017 School Year

- ✓ Hired a 2016 Tucson High graduate
- ✓ Had 5 TUSD high school interns
- ✓ Hosted field trips tours to over 12 TUSD K-5 grade classes
- ✓ Provided nutrition and agriculture education to over 400 TUSD students
- ✓ Provided over 30,000 heads of lettuce to local, organic lettuce to TUSD cafeteria
- ✓ Hosted 3 staff training session
- ✓ Hosted 2 teacher training sessions

Education –
STEM

Agriculture

Plant Chemistry

Plant Biology

Greenhouse Engineering

Nutritional

Healthy Fruits & Veggies Program

Childhood Obesity

At home Food Consumption

At-Risk Population

Environmental
and Social
Procurement

Sustainability

Food Distribution

BRINGING GREEN TO THE CITY

Business Impact

The Technology Today to Feed the People of Tomorrow

- ✓ Operating cash positive – 6 months following greenhouse construction
 - ✓ 50 restaurant customers
 - ✓ 1 national distributor
 - ✓ 4 resort customers
 - ✓ 88 Schools
- ✓ Demand far exceeds supply
 - ✓ Sold out by 9 months following greenhouse construction
- ✓ 1st & only USDA Certified Farm in Tucson
- ✓ 1 full patent

Community Milestones



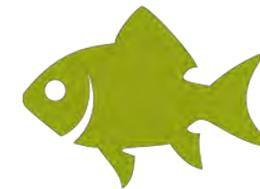
Field trips to over

400 K-12 students



Provided over

200,000 heads of lettuce K-12 cafeteria



1st Monterrey Bay

Sustainable Certified Seafood Farm in Arizona

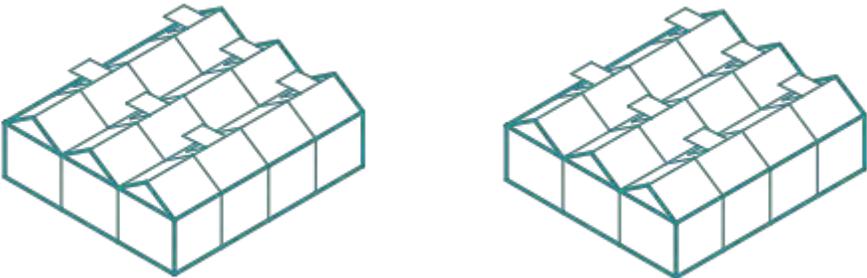
BRINGING GREEN TO THE CITY

merchant's garden

Proposed Expansion

- I. Expand core operations on the exterior of the building
 - Response to product demand

Greenhouse Expansion



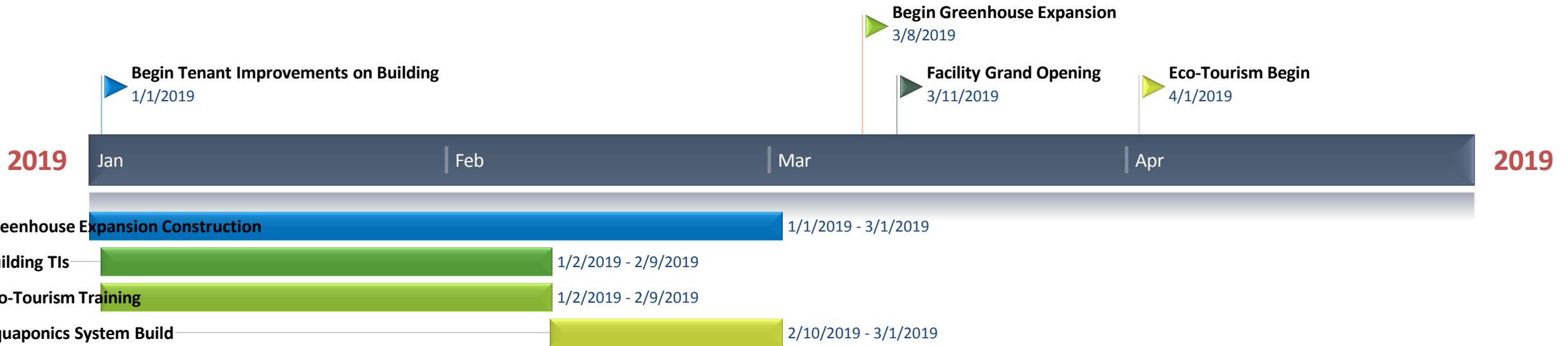
- II. Move field trip and community outreach in the interior of the building
 - Response to service demand market conditions

Tour Expansion



BRINGING GREEN TO THE CITY

Development Roadmap



BRINGING GREEN TO THE CITY

Financial Support



Scott Dorsey

Managing Partner High Alpha
Sold Exacttarget for \$2.5B



Managing Partner
Greenspring Associates



Matt Ferguson
CEO of CareerBuilder



Jeff Fettig
Chairman & CEO of Whirlpool
Corporation



Farhan Yasin
Groupon's Chief Operating Officer



Scott McCorkle
CEO of Salesforce Marketing Cloud