



# Mission

To lead the revolution in urban farming, profitably providing high quality, organic, ultra-locally grown food through application of efficient technology, a radically streamlined supply chain and a direct business model.

# Home Town Farms

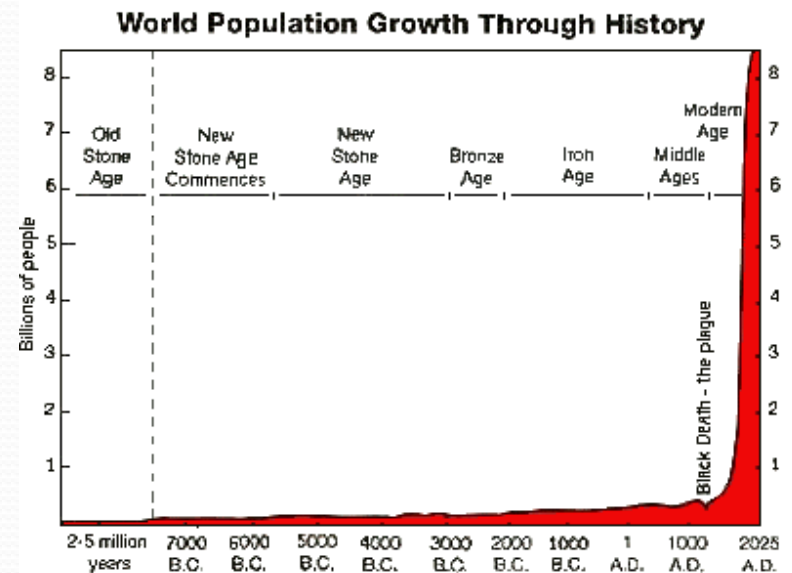
The Future is growing

- Dan Gibbs, Co-Founder and CEO
- Commercial Vertical Organic Urban Farming
  - The Ultimate conservation business
- Not just another business...Food a must for life!!
- Industry Extremely profitable, Own the entire Supply Chain



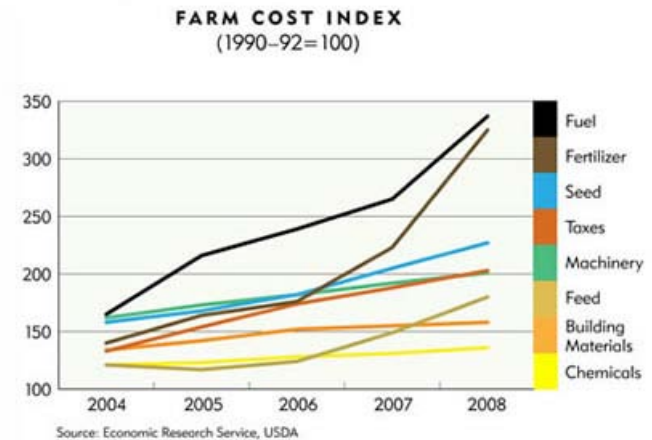
# Agriculture Matters

- **30%** Proportion of **greenhouse gas emissions** related to agriculture
- **40%** Share of **worldwide employment** in agriculture (including 70% of the “bottom billion”)
- **70%** Share of **worldwide water withdrawals** from agriculture
- **925,000,000** Hungry people today
- **10,000** Years of historical **food production** that must be matched in the next 50 years



# Consumer Pain

- High cost of quality food
  - USDA **1 in 8** need assistance to eat
  - Congress passed the Healthy, Hunger-Free Kids Act in December 2010
- Not sure what they are buying
- Food Safety – EColi
- Current, traditional Agricultural industry
  - Wastes about 50% of the produce grown through out the supply chain



## How Sustainable Agriculture Can Address the Environmental and Human Health Harms of Industrial Agriculture

Center for a Livable Future, Johns Hopkins Bloomberg School of Public Health, Baltimore, Maryland, USA

**“The industrial agriculture system consumes fossil fuel, water, and topsoil at unsustainable rates.”**

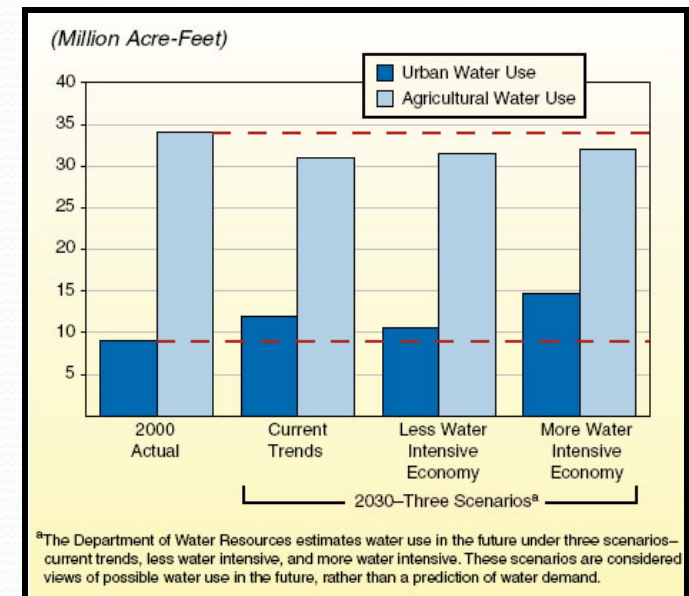
# Environmental Issues

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- The U.S. Environmental Protection Agency has blamed current farming practices for 70% of the pollution in the nation's rivers and streams.
- Humans have practiced agriculture for more than 10,000 years, but only in the past 50 years or so have farmers become heavily dependent on synthetic chemical fertilizers and pesticides and fossil fuel-powered farm machinery.



# Vertical Urban Farming Solution

- Saves on average 85% of the water
  - Up to 850K gallons of water saved per acre
  - Electricity to pump the water
- Reduces fertilizer consumption up to 80%
  - Eliminates Dead Zones
  - Saves Energy, reduces carbon
- Reduce fuel consumption & carbon output by 90%
  - Carbon Credits
  - Reduce Oil imports
  - 1.6 gallon to supply 1 gallon (60% carbon to deliver)
- Reduces land use by 70%



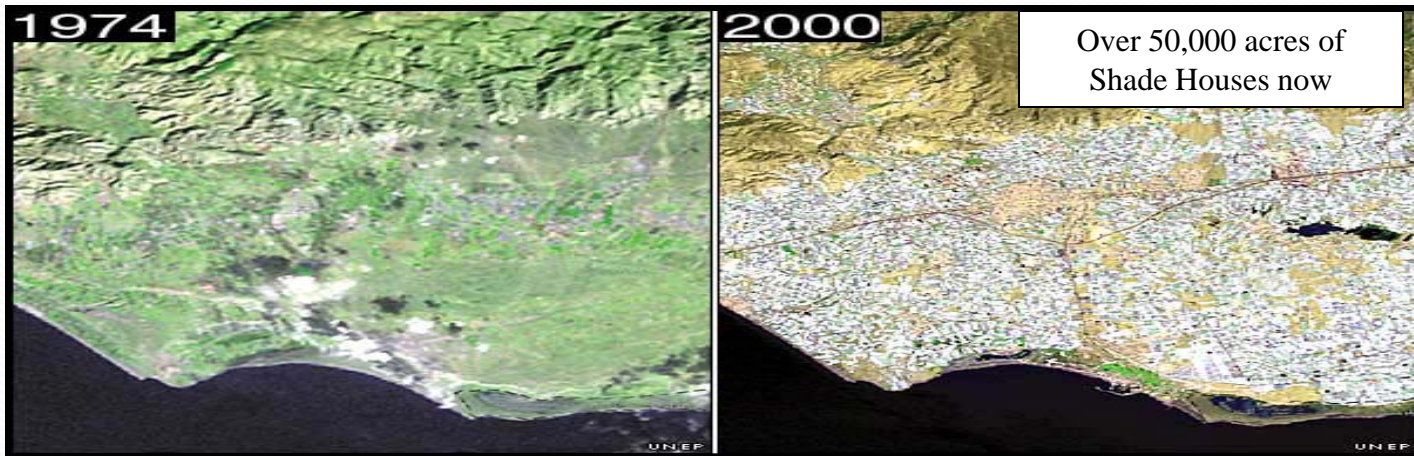
# Health Benefits

- Locally Grown Vine Ripened
  - Most nutrients come in the last week
  - Loses 35% to 75% of nutrients with in 1 week
- Food Safety and Security
  - No Central wash areas
  - No Herbicides or harmful pesticides
  - Food is grown where it is consumed



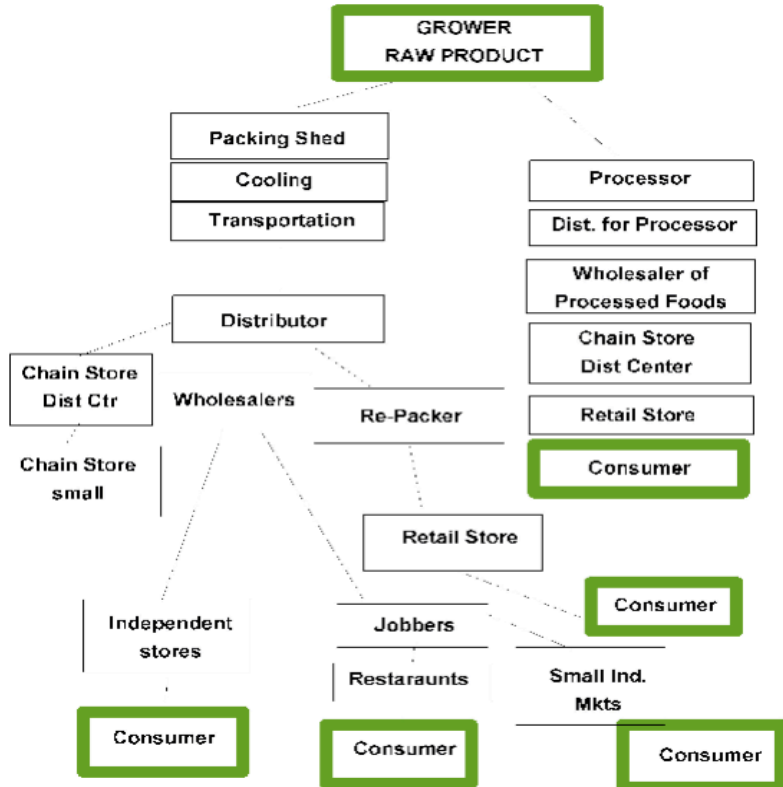
# Proven Technology Minimal Investment Risk

- Costco and other National Chains buy tomatoes and other produce from Greenhouse Farms
- Greenhouses in the United States
  - Over 500,000 metric tons of greenhouse Tomatoes in North America.
  - Around 37 percent of all fresh tomatoes sold in U.S. retail stores are now greenhouse,
- Scaling down existing systems



# Supply Competitive Advantage

**Traditional Produce Handling Flow Chart**



The entire process could take as long as two weeks or more to reach the consumer. Shelf life is limited. Condition of the product issues arise as time passes, and discounts would be given and expenses added for reconditioning of the fruit.

**Home Town Farms Flow Chart**



# Business Model

- **Smaller farms, more locations**
- **Own the entire supply chain**
  - According to Wal-Mart, for every \$1 spent on Produce  
\$.07 producer, \$.63 distribution, \$.30 retailer
  - **Supply chain savings outweighs increased city land costs**
- **Primary Profit Model**
  - Grow produce in the city and sell it directly to the consumer and wholesale



# Local Jobs

- According to the San Diego Farm Bureau
  - Local farmers (~5,600) produced max and local population ate local, max out at 5% of demand
- Job Creation
  - 6,000 new jobs possible just in San Diego
  - Quality Jobs that never can be out sourced
  - Positive career
- Types of Jobs
  - Management
  - Marketing
  - Operations
  - Retail
  - Agricultural
  - Vertical growing system(s) specialist



# Market Size / Vision

- 78% of consumers want Locally grown and organic ( ~70% local, ~8% organic)
  - Potential Market 234,000,000 consumers (US total population 304,059,724)
- “For Profit” business
  - Top 100 US cities, more than 50,000 people, average income above \$60K
    - \$1.3 Billion in potential sales
- “Non Profit” business
  - 300 cities in the US, population over 65,000 people, minimum 10% poverty rate
    - \$ 87.5 million in potential revenue from licensing and management fees

- **Vision**

- **Ground, Roof, Multi-Story**



# Summary

- **This industry is a must if we are going to affordably feed our families quality food.**
- **Vertical Urban Farming makes a difference in so many ways**
  - Saves the planet and helps people in over 8 categories
    - Water Savings, Fuel Savings, Carbon Reduction, Food Prices and Safety, Fertilizer Shortages, Food Nutrient Content, Health, Food Security, etc.
  - Higher quality food for less
- **Long Term Quality Jobs = Careers**
  - Never out-sourced
  - Never sent to another country

