



Corporate Sustainability Strategy

Fantastic food. **For life.**



Investing in ...

**your
business**

your future

our planet

Thank you for opening this brochure.

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What's possible?

Grow great tasting, fresh food without sprays or toxic chemicals that is significantly cheaper than organic produce.

To learn how Business Grow ran three highly successful **urban farming / sustainability projects** at Tokyo International School that showed students and staff how to grow large quantities of tasty, no-spray vegetables in their rooftop and raised gardens and that fed over 100 students, staff and homeless people, click [HERE](#).



Introduction: Make a difference

Business Grow's **Corporate Sustainability Strategy (CSS)** is aimed specifically at helping businesses reduce their environmental footprints and become more sustainable by boosting self-sufficiency of key resources (food, water), reducing costs and waste flows, and increasing disaster preparedness. This strategy leverages available on-site space, staff and natural resources to enable companies to grow healthy food and capture and recycle water at the workplace while simultaneously allowing customers to potentially recoup all costs. CSS can be started at any time, however the ideal launch window is February-April.

This strategy presents a unique opportunity for **future-focused business leaders to create a lasting legacy and make a solid impact in their communities** by enabling their staff to learn how to grow healthy food and donating a portion of the food produced to food banks, charities, community support organizations, etc. as part of a CSR or sustainability program.



Edible CSR...

Putting food on plates

for people who need it

CSS: Key goals

Help businesses to....

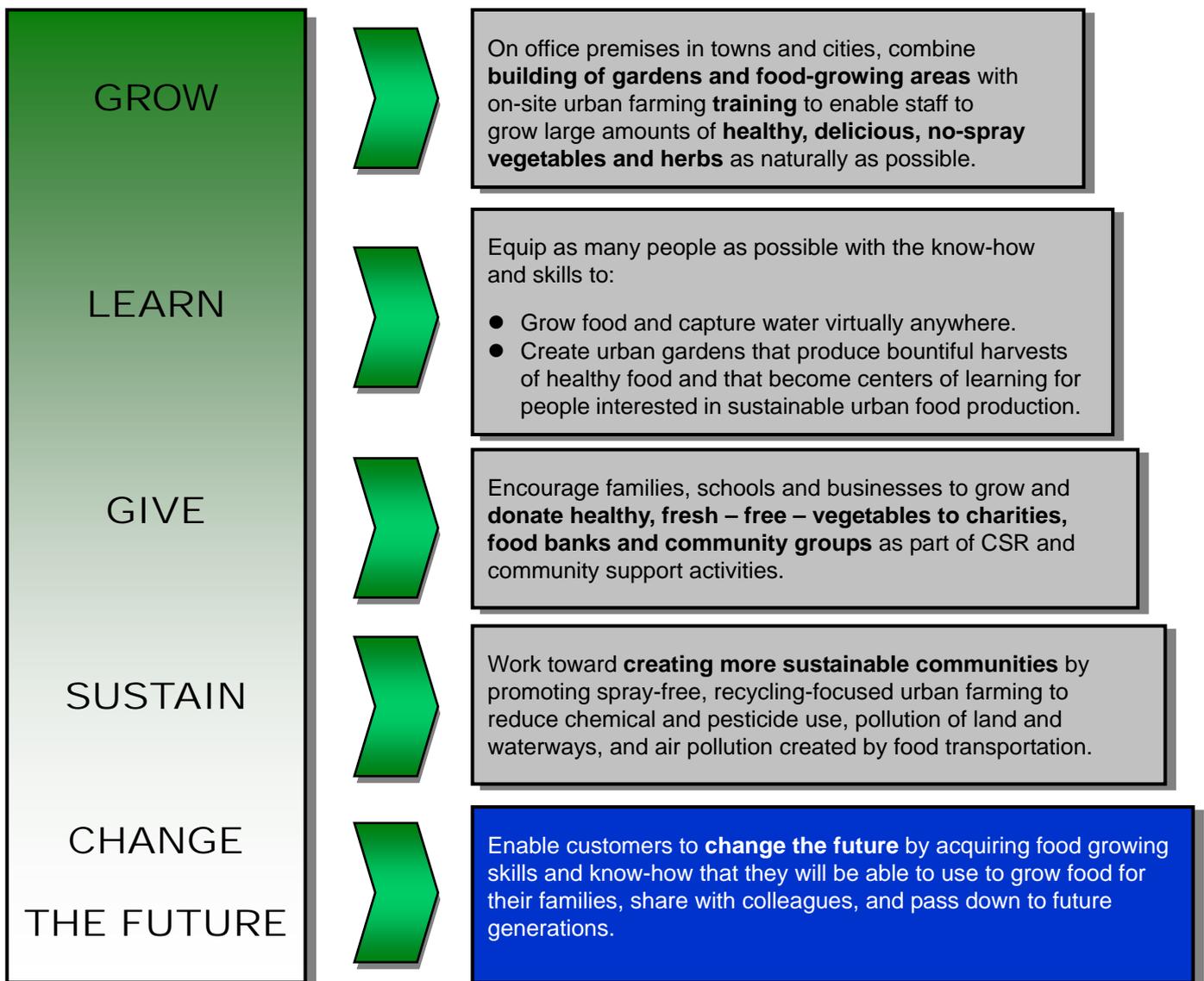
- Quickly launch an organization-wide CSR/sustainability program
- Boost office self-sufficiency from day one
- Improve staff health and support mental wellbeing
- Donate fresh food to food banks, charities, etc.
- Enable staff to acquire vital self-sufficiency skills – for life
- Learn how to secure key resources in case of disaster
- Transform city offices into productive urban farms by growing healthy, no-spray food in, on, and around offices and buildings. This food can be:
 - Shared among staff, used in cafeterias, etc.
 - Sold as 'XYZ Company-brand' vegetables
 - Donated to food banks, etc. as part of a CSR/community support program
- Capture and recycle rain water and 'gray' water.



The vision – build a sustainable future from the ground up

“Growing your own’ is more than just a cliché – it’s a critical life skill.”

Business Grow’s urban farming services have one focus: teaching people how to grow fantastic food on-site to boost self-sufficiency and help the planet. Customers are encouraged to get fully involved and before long will be experts at growing their own food in gardens, on rooftops, walls, balconies, raised gardens, and in pots and planter boxes. Jonathon is passionate about growing fantastic food sustainably and has provided urban farming instruction to more than 100 students and business professionals.



Experience

Since 2012, Jonathon Walsh has been spreading his passion for the planet and sustainability issues by teaching school students and adults how to grow vegetables and herbs on rooftops, walls and gardens. He has shown people how to become more self-sufficient, improve their health, and be kinder to the planet by growing their own fresh, healthy garden produce, capturing and recycling rain water, and recycling everyday products – all actions that may well become key to our survival in the face of climate change.



Jonathon (left) runs [Business Grow](#), a Tokyo-based company specializing in providing green business, urban farming and sustainability services and advice.

In 2012-13, Jonathon grew 3,000+ tomatoes, 60 lettuces, 180 cucumbers and large quantities of other vegetables in a 3x5 m community garden allotment in Tokyo. Read [more](#).

Jonathon has run 3 sustainability projects at [Tokyo International School \(TIS\)](#) that have shown students and staff how to grow large quantities of tasty, near-organic vegetables in their school gardens and that fed over 100 students and staff. He has also built a [rooftop garden in Ginza](#), Tokyo and created a [food donation program](#) that has provided free healthy food to Second Harvest Japan food bank. >> [More](#)

Progress Reports (click titles to view)

- >> [TIS Project Report – 2013 \[recommended\]](#)
- >> [TIS Project Report – 2012](#)
- >> [TIS food donation press release](#)
- >> [Ginza rooftop garden](#)



At Tokyo International School in November 2012, approximately 50 students and teachers experienced picking and eating completely fresh no-spray vegetables grown in 6 weeks by Jonathon on the school's inner city rooftop.

What we do

Business Grow's urban farming service is all about growing

fantastic food

(and lots of it!) in the city. We teach people of all experience levels how to grow healthy, no-spray food where they live and work at a fraction of the price of store-bought organic vegetables.



With a record of success working with teachers and students, we offer a full range of seed-to-plate services:

URBAN FARMING TRAINING

We provide hands-on urban farming/gardening training that enables participants to get actively involved in the entire food production cycle from sowing seeds and tending vegetables to harvesting and eating/sharing. This service is backed up by a suite of informative articles, guides and resource materials.

- [On-site food growing demonstrations](#) (click to download)

GARDEN BUILDING & MAINTENANCE

Need a garden to provide healthy food, a CSR program, and/or to improve environmental awareness of staff? **We can provide advice, instruction and hands-on, seed-to-salad gardening services** to quickly create food growing spaces on rooftops, around and inside office buildings, and produce delicious, healthy food for your staff. Revenue-creating options are also available.

- ✓ Equipment, procurement and landscaping advice
- ✓ Garden installation (planter and vertical) and advice
- ✓ Rooftop garden setup and servicing, garden management (through holidays, etc.)
- ✓ Soil preparation and seed sowing
- ✓ Plant maintenance and harvesting advice.

EDUCATION, RESOURCES & PROGRAMS

Business Grow provides a wide range of informative how-to guides, articles, reports, food growing kits and other resources that can equip customers with the necessary information to grow food on site, launch [food-based CSR programs](#), support the community and help the environment, including...

- [Urban farming guide](#) – everything you need to know to grow healthy, delicious, food in the city
- Food production reports and how-to guides – see p2 of the above 'Urban farming guide' link
- [CSR/Community support program](#)
- Food growing kits: [GroRacks](#) – for verandahs, decks, indoors, etc.
[GroBricks](#) – for windowsills, desks, tables, etc.



What can you get?

GARDENING, FOOD-RELATED BENEFITS

1. **Learn valuable food production and sustainability skills – for life.** Learn how to grow food sustainably, improve your diet, protect the environment, improve your food security, boost self-sufficiency, and more
2. **Receive training in the full cycle of food production:** sowing → growing → harvesting
3. **Receive practical instruction in vertical, balcony, and rooftop gardening.** See p9
4. **Customer decides what to grow**
5. **Urban Farming Guide e-book** – A 23-page beginner's guide contains everything you need to know to grow healthy, delicious food in the city – minus harmful chemicals. Learn how to sow, grow and harvest safe, healthy and great tasting near-organic food at the home, school or office. Includes 7 reports >> [Brochure](#)
6. **Sustainability Pack** – containing practical hands-on guides and information outlining 25 ways that people can start boosting self-sufficiency – within days – by growing kilograms of healthy, near-organic food and capturing thousands of liters of rainwater on site
7. **Boost food independence and increase survival chances** if a major disaster strikes
8. **Seven ways to create income from a garden**
9. **Six plant growing strategies to maximize harvest**
10. **Full equipment procurement service: receive everything you need** to start growing food at home or office
11. **Event planning** – garden parties, farmers' markets, [food growing demonstrations](#), etc.
12. **Regular gardening updates, reports, etc.**
13. **Fully customizable packages** – Large range of planter boxes and seeds available.

HEALTH BENEFITS

1. **Reduce intake of agricultural chemicals**
2. **Enable your staff and their families to enjoy the health benefits of fresh, near-organic food** (growing methods do not include any pesticides, herbicides, etc.)

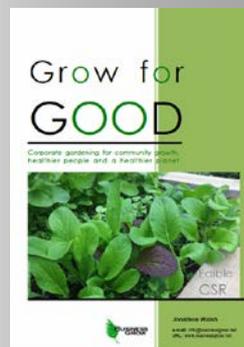
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ENVIRONMENTAL BENEFITS

1. Slash 'food miles' and reduce food transportation-related pollution
2. Grow food without using chemicals or sprays
3. Bring natural beauty to virtually any space.

COMMUNITY BENEFITS

Launch/expand a CSR/community support program by joining the [“Grow For Good” program](#) and donating a portion of the food grown to [Second Harvest Japan](#)'s food bank. Receive a free press release (like [this](#)) to promote it.



BUSINESS BENEFITS

MediaSmart Pack – a selection of business marketing tools, e-books, reports, media services and turnkey strategies that are custom designed to help business professionals promote their companies to virtually any potential customer, obtain media publicity, cut costs, help the environment and sell more. (Save 73%).



What can you grow?



Food
(lots of it!)



Above: The fruits of a vertical gardening project run by Business Grow at an international school in Tokyo, Japan.

Raised gardens, planter boxes and pots can be used to grow a large range of vegetables, fruit and herbs, including:

VEGETABLES		FRUIT		HERBS	
Beans	Cabbages	Apples	Apricots	Basil	Bay leaf
Carrots	Courgettes	Berries	Cherries	Chamomille	Coriander
Kale	Lettuces	Guavas	Lemons	Fennel	Lemon balm
Leaks	Micro greens	Limes	Mandarins	Mint	Oregano
Mizuna	Mustard	Mikan	Oranges	Parsley	Rosemary
Onion	Pak choi	Peaches	Pears	Sage	Thyme
Peas	Peppers	Plums	Tangerines		
Potatoes	Radishes	Strawberries			<i>and more.</i>
Spinach	Spring onions				
Squash	Tomatoes				

Note: Actual food production depends on location, climate and other factors.

Urban farming and sustainability training

Jonathon's urban farming training sessions have one focus: teaching people how to grow fantastic food on-site to boost self-sufficiency and help the planet. Attendees are encouraged to get fully involved and before long will be experts at growing their own food in gardens, on rooftops, walls, balconies, raised gardens, and in pots and planter boxes. Jonathon has provided urban farming instruction to more than 100 students and business professionals (see below photos).

TRAINING TOPICS

Training sessions can be customized and can include any of the following, either individually or in combination:

- ✓ How to create balcony and raised gardens
- ✓ One-square meter growing challenge
- ✓ How to boost personal and family self-sufficiency in one day
- ✓ Vertical farming: how to grow food on walls, balconies, rooftops, fences, etc.
- ✓ How to convert a wall into a mini farm
- ✓ Concept farming: mobile farms, pole gardens, wall net gardens
- ✓ How to create a flower pot fence garden
- ✓ Building a plastic bottle fence garden
- ✓ Eco-friendly ways to start seeds
- ✓ How to recycle everyday objects into growing containers
- ✓ How to recycle household water and capture rainwater (2 methods)
- ✓ How to collect and recycle food and make compost
- ✓ How to prepare soil and sow seeds
- ✓ How to transplant seedlings
- ✓ How to maintain vegetables, watering techniques
- ✓ How to save seeds
- ✓ How to make herb teas
- ✓ How to cook with harvested garden vegetables.



Urban Farming Fees

Basic fee

Business Grow's 'hands-on' urban gardening services are offered in Tokyo only.

Our hourly rate covers:

- ✓ All advice provided
- ✓ **On-site:** Hands-on gardening, garden installation, training, consulting, etc.
- ✓ **Off-site:** Equipment procurement, document preparation and other off-site services.

Consultants' transportation fares and urban farming equipment are charged additionally.

Please inquire for more details.

SUPPORT TOHOKU, YOUR COMMUNITY AND THE ENVIRONMENT

Order any product or service and Business Grow will donate 5% of the sales price/fee to the charity, environmental or community group of your choice.

Other options

Customers can purchase any of the following (click titles to download brochures):

Item	Fee
Urban farming and sustainability training – see p9 Lessons can be customized to suit customer's requirements.	¥Please inquire
Food growing demonstration at customer's office (includes Urban Farming Guide (below))	¥44,995
Urban Farming Guide A 23-page beginner's guide contains everything you need to know to grow healthy, delicious food in the city – minus harmful chemicals. Learn how to sow, grow and harvest safe, healthy and great tasting near-organic food at the home, school, office or city. Includes 7 reports (see p2 of brochure).	¥2,500
Sustainability Pack (Business version) Practical hands-on guides and information outlining 25 ways that individuals, families and businesses can start boosting self-sufficiency – within days – by growing kilograms of healthy, no-spray food and capturing thousands of liters of rainwater. Includes license for 25 Urban Farming Guides.	¥29,995
MediaSmart Pack – a selection of business marketing tools, e-books, reports, media services and turnkey strategies that are custom designed to help business professionals promote their companies to virtually any potential customer, obtain media publicity, control costs, help the environment and sell more.	¥69,000 (save 73%)

Contact us

For more information, contact:

Jonathon Walsh, Urban farming consultant

BUSINESS GROW

- Garden design, consulting, installation & maintenance
- Gardening demonstrations, food growing kits
- Business sustainability consulting.

E-mail: info@businessgrow.net

URL: www.businessgrow.net/Green.htm

Additional information and resources

The following brochures are available for download:

Brochure	Download
Urban Farming Consulting – Business Find out how sustainability-focused food production can benefit you and your organization	Here
Office Food Growing Solutions Tools, information and services to plant, grow and sow fantastic near-organic food in the city	Here
Urban Farming Guide A 23-page beginner's guide contains everything you need to know to grow healthy, delicious food in the city – minus harmful chemicals. Learn how to sow, grow and harvest safe, healthy and great tasting near-organic food at the home, school, office or city. Comes with 7 reports >> Brochure	Here
Sustainability Pack (Business version) Practical hands-on guides and information outlining 25 ways that individuals, families and businesses can start boosting self-sufficiency – within days – by growing kilograms of healthy, no-spray food and capturing thousands of liters of rainwater	Here
Food growing demonstration at customer's office (includes Urban Farming Guide (above))	Here
Grow For Good food-based CSR strategy	Here

Completed urban farming and sustainability projects

Tokyo International School Project Report – 2013 [recommended]	Here
Tokyo International School Project Report – 2012	Here
Tokyo International School food donation press release	Here
'Ginza Garden' rooftop garden	Here