



Urban Farming Sponsorship Proposal

A unique opportunity to learn about and take a stake in urban near-organic food production, improve your health, and directly protect the environment – in Ginza.

Change the future

This is a unique opportunity for an individual (or business) who places value on healthy eating, personal health, sustainability, self-sufficient living, and protecting the environment to sponsor production of fresh, near-organic food on a building rooftop in Ginza.

The sponsor will be able to **change the future** by acquiring food growing skills and know-how that they will be able to use to grow food for their families, share with colleagues, and pass down to future generations.

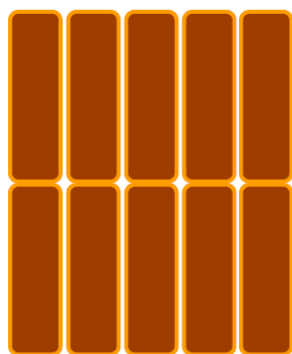
Start date: Sept → late Dec 2013.

The vision

To create a 'garden in the sky' that produces a bountiful harvest of near-organic vegetables and herbs and that becomes a center of learning for people interested in sustainable food production.

What's involved

Individuals and companies are invited to rent allotments of 10 planter boxes to use to grow food in for one season (extendable). Gardening training is provided and sponsors are strongly encouraged to grow food as naturally as possible.



10 planter boxes

What crops can be grown?

Virtually all micro greens as well as lettuces, most small- and medium-sized green vegetables, mini carrots, radishes, herbs, and more. (Ability to grow depends on location, sunlight hours, etc.)

Benefits for Sponsors

**Total value:
¥300,000+**

GARDENING, FOOD-RELATED BENEFITS

- ✓ Receive fresh, near-organic food (growing methods do not include any pesticides, herbicides, etc.)
- ✓ Learn valuable first-hand 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.
- ✓ Receive 1-on-1 on-site training in the full cycle of food production: sowing, growing and harvesting.
- ✓ Receive practical instruction in vertical, balcony and rooftop gardening.
- ✓ Decide what food to grow.
- ✓ Help plant, grow and harvest the food yourself (optional).
- ✓ Learn how to boost food independence and increase survival chances if a major disaster strikes.
- ✓ Directly help slash food miles and reduce pollution.
- ✓ Food growing demo at your office (charged). >> [Info](#)
- ✓ Free [Urban Farming Guide e-book guide](#) and education package (see bottom of P2 of the above document).
- ✓ Free Sustainability Pack (>> [Info](#)) – 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, **and more.**
- ✓ Receive regular food growing reports.

BUSINESS BENEFITS

- ✓ FREE [MediaSmart Pack](#) – a selection of business marketing tools, e-books, reports, media services and turnkey strategies that are custom designed to help business people promote their companies to virtually any potential customer, obtain media publicity, control costs, help the environment and sell more. (Value: ¥259,000)
- ✓ Launch/expand a CSR/community support program by joining the ["Grow For Good" CSR program](#) – and donate a portion of the food grown to [Second Harvest Japan's](#) food bank. Receive a free press release (like [this](#)) to promote it.

OVER

**P2: "Ginza Garden" details
P3: Additional sustainability and urban farming options.**

"Ginza Garden"



Urban farming coach



Food growing experience...

Jon Walsh runs [Business Grow](#), a Tokyo-based company specializing in providing green business/sustainability services and advice. In 2012 and 2013, Jon 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](#).

Jon has run 2 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.

- >> [TIS Project Report](#) – 2013
- >> [TIS Project Report](#) – 2012
- >> [TIS food donation press release](#)

The location



The view

The food – now growing



Vegetables growing in planters



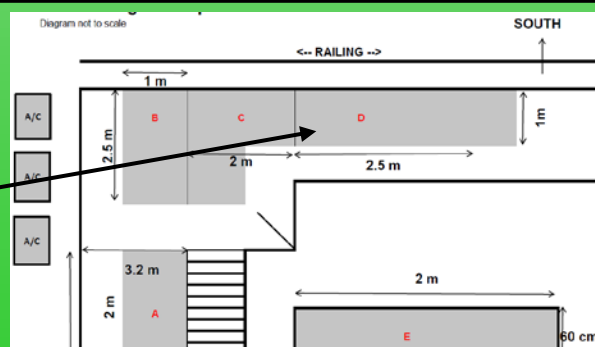
Italian salad mix



French salad mix

Layout

Nearly 12 square meters are available on the 9fl rooftop to grow food. The planted food – shown above – is located in area D shown at right.



Other resources

Sustainability Pack



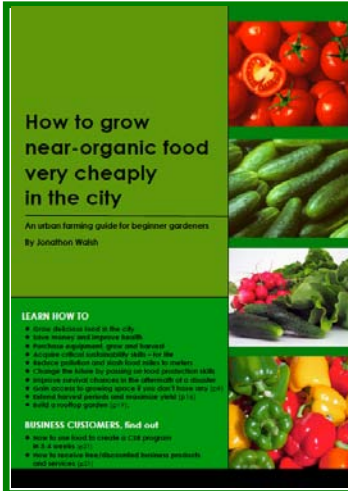
Boost your family self-sufficiency

Practical hands-on guides and information outlining 25 ways that individuals and families can start boosting self-sufficiency – within days – by growing kilograms of healthy, near-organic food and capturing thousands of liters of rainwater.

Three versions are available:

>> [Personal](#) >> [Schools](#) >> [Business](#)

Urban Farming Guide



Learn skills to grow good food in the city – for life

This step-by-step beginner's guide contains everything you need to know to sow, grow and harvest safe, healthy and great tasting near-organic food at the home, school, office or city – minus harmful chemicals.

2,500 yen >> [Brochure](#)

To order, contact Jon Walsh (see below)

Office Food Growing Solutions



Grow food in the city – for life

Tools, information and services to plant, grow and sow fantastic near-organic food in the city. Includes:

- ✓ Food growing guides and information
- ✓ Full range of seed-to-plate gardening services, food growing kits
- ✓ 'Grow For Good': food-based CSR/community support program.

>> [Brochure](#)

Contact



For more information, contact: Jon Walsh

BUSINESS GROW

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

E-mail: info@businessgrow.net

URL: www.businessgrow.net/Green.htm