

Grow for GOOD

Urban farming for community growth, healthier people and a sustainable planet



Urban farming
& sustainability

in
cooperation
with



SECOND
HARVEST
セカンドハーベスト ジャパン

Grow for Good

Introduction

“Food on plates for people who need it”

Jonathon Walsh

Director, Business Grow



Welcome to the ‘Grow For Good’ initiative between urban farming specialists [Business Grow](#) and Tokyo-based food bank [Second Harvest Japan](#).

This brochure presents a simple yet highly effective strategy to help businesses, schools and other organizations not only supply healthy, nutritious food for students, staff, cafeterias and events, but also enable them to support the community, protect the environment, and boost local supplies of fresh, healthy food.

We aim to encourage 500 businesses, schools and other organizations to grow healthy food on-site and donate a portion of it to charities, food banks and community groups as part of CSR/community outreach activities.

Sustainability consultant **Jonathon Walsh** has been spreading his passion for the planet and sustainability issues since 2012 by teaching adults, business professionals and school students how to grow ‘no-spray’ vegetables and herbs on rooftops, walls and other urban areas. Jonathon’s training has shown more than 300 people how to become more self-sufficient, improve their health, and be kinder to the planet.

Charles McJilton

Director, Second Harvest Japan



Second Harvest Japan is the national food bank.

We receive surplus food from the community and match it with welfare agencies, NPOs, and faith-based groups serving those in need. We also provide direct assistance in the form of hot meals and emergency care packages.



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HARVEST
BUSINESS-GROW UNITED

We are excited about this opportunity to partner with **Business Grow** to distribute more vegetables. Often people in need cannot purchase these items because of their budget.

What you grow today will help someone tomorrow.

For more information
about Grow for
Good, contact:

Jonathon Walsh

E-mail: info@businessgrow.net

URL: www.businessgrow.net

Key goals

- To encourage 500 businesses, schools and other organizations to grow healthy food on-site and donate a portion of it to charities, food banks, community groups, etc. as part of CSR/community support activities.
- Cut pollution involved in growing and transporting food.
- Increase customers' ("Producers") knowledge of urban food growing techniques and boost their food self-sufficiency and supply.

How it works

- When producers begin growing food at their home, school or office, they are asked to allocate a specific area of garden or a set number of planting containers to grow food for target organizations, such as food banks.
- Producers then proceed to grow food with full support and instruction from Business Grow staff.
- After food is harvested, Business Grow arranges delivery, photography of food handovers (for PR materials, etc.) and delivers a [press release](#) that producers can use to promote their CSR activities.

Experience & products

Grow For Good founder and sustainability consultant Jonathon Walsh has had considerable success growing food in community gardens, schools and urban locations.

- > [Urban farming project report – Tokyo Int’l School – 2013](#)
- > [Urban farming project report – Tokyo Int’l School – 2012](#)

Business/School Urban Farming Strategy:

- > [Business](#) > [Schools](#)
- > [Urban Farming Lesson Program](#)
- > [Urban Farming Strategy](#)

Next steps

- 1/ See p4 for Grow For Good strategy overview & key data.
- 2/ For more information, click on a brochure below.

[Gardening and Urban Farming Consulting](#)

– for **BUSINESSES**

– for **SCHOOLS**

Benefits

- ✓ **FREE** [Urban Farming Guide](#)
- ✓ **Edible CSR** – Implementing a food growing/donation program is an easy way to introduce or expand CSR activities.
- ✓ **Grow great food** – Customers can set up gardens and grow food for themselves, office or school functions, or even sell 'company brand' food
- ✓ **Support the community and worthy causes** – Contribute healthy food to people in need.
- ✓ **Protect the environment** – 'No-spray' urban farming slashes food miles and pollution.
- ✓ **Helps spread critical food production skills.**
- ✓ **All Grow for Good member organizations also receive a free MediaSMART Pack.**



FREE

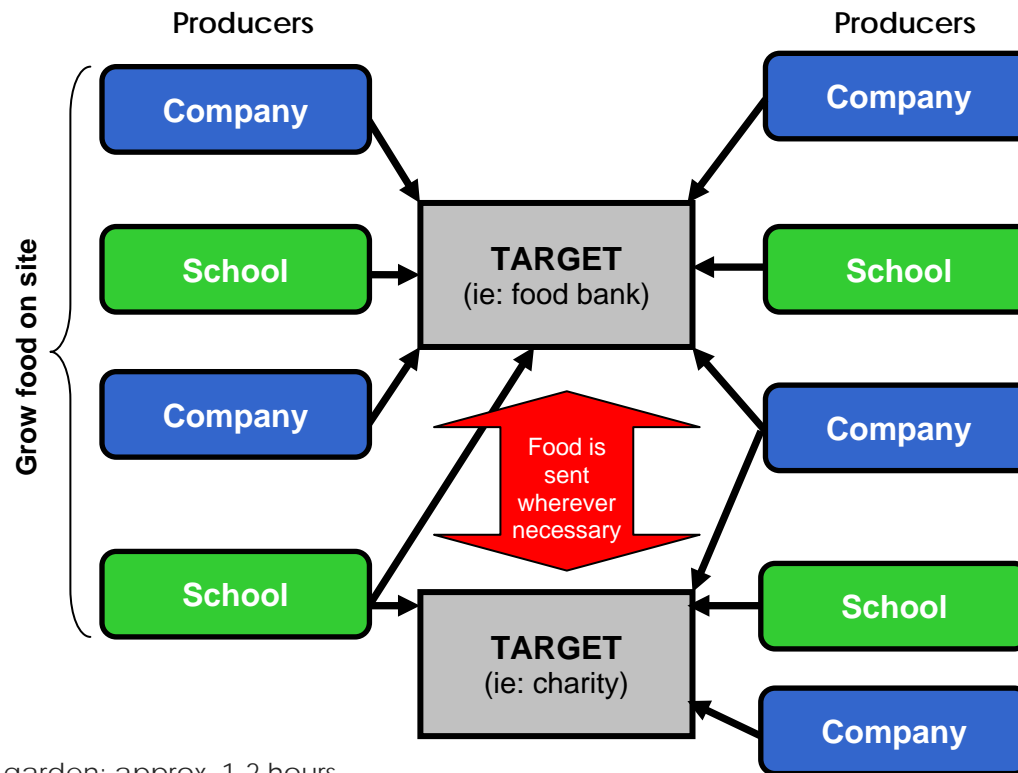
Value: 259,000 yen

Laser focus your marketing with the **MediaSMART Pack** – a powerful package containing business marketing tools, e-books, reports, media services and turnkey strategies custom designed to help business people promote their companies to virtually any potential customer, obtain media publicity, control costs, help the environment and more.

> [Brochure](#)

Grow for Good Strategy Overview

- Fast setup
- Seed to salad in 3-4 weeks
- Full support provided
- Edible CSR



Key data

- Setup of planter box garden: approx. 1-2 hours
- Start growing in spring (March-April is ideal), continue → approx. Oct.
- **First harvest should be ready for consumption/delivery within 3-4 wks**
- Staggered sowing/planting can extend harvest period
- All G4G food supplied is freshly picked, no-spray, donated free
- Approx. cost to set up 10 planter boxes: ¥19,995 + consulting fees.

March/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
Plant/sow	→	Deliver		
	Plant/sow	→	Deliver	
		Plant/sow	→	Deliver
			Plant/sow	→

Some growing options



Raised / rooftop garden



Flower pot fence garden



A GroRack planting system on a verandah



Planter box containing lettuces