

Urban Food Production Kit



Learn how
to sow, grow
and share
fantastic food
in the city –
for life!

Contains

- Urban farming guide + 37 how-to guides, strategies and reports
- Basic and advanced urban farming guidance, tips and resources
- Japanese/English language guides (including Japan planting calendar)
- Vertical gardening guides – learn how to grow on walls, fences, etc.
- 10 x urban farming Teacher/Parent Packs
- Resources to boost personal/group self-sufficiency
- Strategies to collect and recycle rain water and grey water
- Food-based CSR/community support strategies, and much more.



Urban farming
& sustainability

- **LEARN HOW TO SUCCESSFULLY GROW** fresh, tasty, 'no-spray' vegetables, herbs and sprouts where you live and/or work.
- **LEARN FOR LIFE** – Equip your family with important food production skills that can be used for life, and passed down to future generations.
- **IMPROVE YOUR HEALTH** – Reduce your family's intake of toxic agricultural chemicals.
- **HELP THE ENVIRONMENT.** > [More](#)



SECOND
HARVEST
セカンドハーベスト ジャパン

5% of profits
go to
**Second
Harvest Japan
food bank**

URBAN FOOD PRODUCTION KIT



H e a l t h y f o o d - i n t h e c i t y

Welcome!

If you are looking for ways to grow fantastic food, become more self-sufficient, and do good things for the planet, you've found them.

What is the Urban Food Production Kit?

The Urban Food Production Kit combines important advice to help anyone discover optimum places to grow food with practical tips on how to grow, maintain and harvest a wide range of healthy, no-spray vegetables, herbs and sprouts using environmentally-friendly methods in the city.

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8. [Corporate food growing strategies](#), [Urban farming services](#)
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What vegetables and herbs can you grow?

In spring, depending on available sunlight, location, and other factors, virtually anything will grow, including –

- **VEGETABLES:** Beans, cabbages, carrots, cucumbers, kale, lettuces, micro greens, mizuna, mustard, pak choi/chingensai, peas, radishes, spinach, spring onions, peppers, potatoes, sprouts, tomatoes, and more.
- **HERBS:** Basil, chamomille, coriander, fennel, lemon balm, mint, oregano, parsley, rosemary, sage, shiso, thyme, and more.

Consultant's experience

Sustainability consultant **Jonathon Walsh** has run 5 urban farming programs at Tokyo International School since 2012 that have shown over 300 students, staff and PTA how to grow large quantities of tasty, no-spray vegetables in their ground level, fence & rooftop gardens.

He has also been growing food at a community garden in Tokyo where he has produced thousands of tomatoes, hundreds of cucumbers, and large quantities of other fresh, no-spray vegetables and herbs.

Jonathon is also having a series of urban farming articles published in [Eye-Ai](#) magazine and other media.



What's inside?

Here's what you get if you purchase this exclusive kit –

Urban farming package

- [BEGINNERS FOOD GROWING PACK](#)

E-books and reports

1. [Urban Farming Guide](#) (23 pages)
2. Vegetable growing basics
3. Essential gardening equipment
4. How to grow vegetables from seeds
5. How to transplant seedlings
6. How to build a chain garden
7. How to build a mini raised garden
8. How to build a suspended garden
9. Mobile farms – blueprints of a system to grow tons of food sustainably in virtually any sunlit location
10. How to set up a rooftop garden
11. Feeding the Future – Exclusive report outlining 15 food growing methods
12. Pole gardens – [Concept diagram]
13. Wall net gardens – [Concept diagram].

Sustainability resources and guides

1. Sustainability Dashboard & Action Plan
2. How to set up a rain collector
3. Planter water-saving system
4. How to capture rain & grow food for under 15,000 yen.

ARTICLES

5. Making every city sustainable
6. How to get what you want without paying for it
7. Natural Disaster Survival Strategy
8. Facing climate change – [2-part special report].

Free newsletter subscription

Receive a free **subscription to 'Sustainability in the City'** – a monthly newsletter presenting news, advice and information focusing on the basics of life in the city: growing and eating healthy food, and living in greater harmony with the environment.

Japanese/English language guides

[All exclusive products]

1. **Japan planting calendar** – Find out when to plant 35 different vegetables and fruit, and 11 herbs in Japan. Includes list of vegetable and herb names in Japanese and English to enable easier identification and purchasing.
2. **Guide to interpreting Japanese seed packets**
3. **Bilingual English/Japanese gardening equipment shopping guide.**

Urban farming Teacher / Parent Packs

1. How to grow vegetables from seeds
2. How to transplant seedlings
3. How to build a plastic bottle fence garden
4. How to grow food on walls (vertical gardening)
5. Balcony gardening
6. [How to collect rainwater](#) [Sample]
7. Eco-friendly ways to start seeds
8. How to collect/recycle water and food, & make compost
9. Recycling everyday objects into planters
10. How to create a 1-square meter garden.

Share your knowledge

Food Havens urban farming network – Grow real food, save money and improve your health while simultaneously supporting the community and environment.

Support the community

Grow For Good strategy – A smart strategy that helps individuals grow food for charities, food banks and community groups.

Urban farming – for businesses

Corporate food growing strategy – 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.



More details overleaf...

Benefits: What's in it for me?

U.S. First Lady Michelle Obama promotes urban farming. [Watch](#)

This package (see over) can help you:

- **LEARN HOW TO SUCCESSFULLY GROW** a wide range of extremely fresh, tasty, 'no-spray' vegetables, herbs and sprouts where you live and/or work + the 'golden rule' to maximize chances seeds you sow will grow.
- **LEARN FOR LIFE** – Equip your family with important food production skills that can be used for life, and passed down to future generations.
- **BOOST YOUR HEALTH** – Improve the health of yourself and your family by reducing intake of toxic agricultural chemicals present in most commercially-grown food.
- **UTILIZE EXPERT GUIDANCE & KNOWLEDGE** – Take advantage of the services and experience of an English-speaking urban farming professional who has a [successful track record](#) of growing food in Japan.
- **SAVE TIME** – Receive [customized advice](#) tailored to your growing location, including specific information about recommended equipment to purchase, where to buy it, and how to use and set it up.
- **LEARN KEY VERTICAL GARDENING SKILLS** and how to grow food in small spaces.
- **BEAT THE LANGUAGE BARRIER** – Receive gardening-specific language guides and word lists to help you read Japanese seed packets and plant names, purchase equipment, and more.
- **BOOST FOOD INDEPENDENCE & INCREASE SURVIVAL CHANCES** if a major disaster strikes.
- **NATURAL DISASTER SURVIVAL STRATEGY** – Learn how to combine basic survival and sustainability skills with proven urban farming know-how to help ensure long-term survival.
- **LEARN HOW TO QUICKLY BOOST PERSONAL, FAMILY AND GROUP SELF-SUFFICIENCY.**
- **SUPPORT THE COMMUNITY** – by donating a portion of your harvest. ([See P7](#)).
- **HELP THE ENVIRONMENT** – Slash food miles and reduce environmental pollution, energy usage and costs over the long term.
- **IMPROVE PHYSICAL AND MENTAL HEALTH**
- **MAKE A DIFFERENCE!** – Become part of the worldwide movement of people who are growing their own healthy food in cities.



Urban Food Production Kit

The **Urban Food Production Kit** combines important advice to help anyone discover optimum places to grow food with practical tips on how to grow, maintain and harvest a wide range of healthy, no-spray vegetables, herbs and sprouts using environmentally-friendly methods in the city.

BEGINNERS FOOD GROWING PACK

FOR BEGINNER GARDENERS – Practical hands-on guides and information providing everything you need to know to start growing fresh, healthy, great tasting no-spray food in the city!

> [Brochure](#)

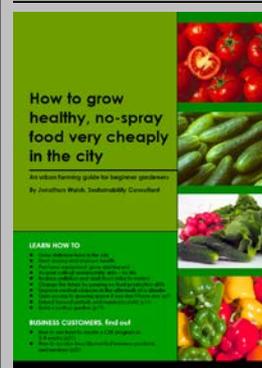


E-BOOKS and REPORTS

1. **Urban Farming Guide** – **Learn how to grow fantastic food in the city – for life.** This 23-page beginner's guide contains everything you need to gain an understanding of the basics of urban food production and grow healthy, delicious food in the city – minus harmful chemicals. **In it, you will learn:**

- How to grow healthy food at your home or office
- How to gain access to growing space if you don't have any
- How and where to buy the necessary gardening equipment
- **How and when to sow seeds and plant seedlings**
- How to water and maintain your garden to produce great food
- **How to maximize yield and extend harvest periods**
- Lots of creative gardening and food production ideas.

> [Brochure](#)



2. **Urban Farming Reports: THE BASICS** –

- A) **Vegetable growing basics**
- B) **Essential gardening equipment** – Key tools for successful gardening
- C) **How to grow vegetables from seeds** – **Key tips to successfully sowing virtually any seed.**
- D) **How to transplant seedlings** – Key to building a garden quickly.

3. **How to build a chain garden** – A simple guide to a very simple, highly effective vertical farming technique.

4. **How to build a mini raised garden**

5. **How to build a suspended garden**

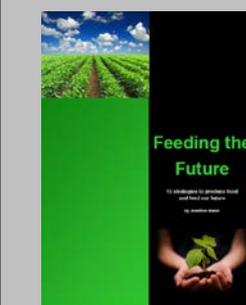
6. **Mobile farms** – An exclusive report presenting a total no-spray food growing solution that can enable users to grow tons of food sustainably on rooftops, office blocks, vacant land, hospitals, boats, beaches, mountains, and in schools, car parks, fields, camp sites, and more.

7. **How to set up a rooftop garden** – How to utilize your rooftop to grow food.

8. **Feeding the Future** – Exclusive report outlining 15 food growing methods, many of which will be valuable in case of emergencies or disaster.

9. **Pole gardens** – Concept diagrams and key information.

10. **Wall net gardens** – Concept diagrams and key information.



Japanese language support [Exclusive products]

1. **Japan planting calendar** – Find out when to plant 35 different vegetables and fruit, and 11 herbs in Japan. Also contains a list of vegetable and herb names in Japanese and English to enable easier identification and purchasing.
2. **Guide to interpreting Japanese seed packets** – Demystify Japanese seed packets and find out how to read crucial planting information.
3. **Bilingual English/Japanese gardening equipment shopping guide** – also contains key gardening vocabulary in Japanese and English.



Urban farming Teacher / Parent Packs

Teach your children lifelong urban farming/food production skills using our 10 clearly written guides that show even inexperienced gardeners how to grow food sustainably, boost self-sufficiency, teach others, and help the planet.

1. How to grow vegetables from seeds
2. How to transplant seedlings
3. How to build a plastic bottle fence garden
4. How to grow food on walls (vertical gardening)
5. Balcony gardening
6. [How to collect rainwater](#) [Sample]
7. Eco-friendly ways to start seeds
8. How to collect/recycle water and food, & make compost
9. Recycling everyday objects into planters
10. How to create a 1-square meter garden. [> Brochure](#) [> Sample](#)



Sustainability resources

1. **Sustainability Dashboard & Action Plan**
Two superb resources packed with ideas, guidelines and practical strategies to set you on the path to sustainability.
2. **How to set up a rain collector** – This simple rain collector system can be set up in 10 minutes and is an effective way to collect thousands of liters of rain water for use in the garden, home and school, and if filtered, for drinking and cooking.
3. **Planter water-saving system** – This planter water-saving system is extremely simple to set up, costs very little, and will help you save and recycle not only the water you use to grow plants but also rainwater.
4. **How to capture rain and grow food for under 15,000 yen.**
5. **Making every city sustainable** – A vision of how to create more sustainable families, communities and cities.
6. **How to get what you want without paying for it** – Six (fully legal!) ways to get off the grid, boost self-sufficiency, save money, and help the environment.



Continued overleaf....

7. Natural Disaster Survival Strategy – While other survival guides tend to focus on short-term solutions, this guide combines basic survival/sustainability skills with proven urban farming know-how to help ensure long-term survival.



8. Facing climate change This 2-part special report presents:

1. The key impacts and challenges we face as a result of climate change, &
2. Practical solutions and strategies that can be implemented at a local level by individuals, households and communities to help people cope, thrive and survive the impacts of climate change, a battle we are fighting against ourselves for the very future of our species.

9. Subscription to 'Sustainability in the City' – a monthly newsletter presenting news, advice and information focusing on the basics of life in the city: growing and eating healthy food, and living in greater harmony with the environment.

Every issue of Sustainability In The City features informative articles, practical – and seasonal – advice, environmental news, and special offers, all aimed at helping and motivating people to live smarter, healthier, and more sustainable lives.



SHARE

Food Havens

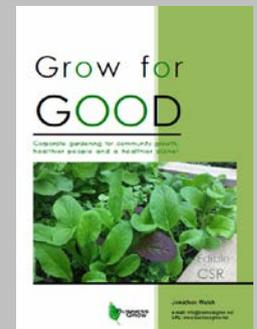
This system imparts the joy and abundance of gardening while teaching key information and skills to empower people to transform patches of sunlit land, walls, rooftops and other spaces into food havens where they can grow a wide range of healthy, no-spray food.

Food havens help people grow real food, save money and improve their health while simultaneously supporting the community and environment.

Members are encouraged to network, help and learn from other Food Haveners throughout the city/country.

Grow For Good strategy document

A smart strategy that helps individuals grow food for charities, food banks and community groups.



Donate food to people who need it: Second Harvest Japan food bank

If you grow too much food, why not consider donating some of it to Business Grow's food bank partner, [Second Harvest Japan](#) as part of the '[Grow For Good](#)' program?

This food-focused strategy encourages families, schools and businesses to grow food on site and donate a portion to community groups. Second Harvest uses food donations in its soup kitchen to provide meals to homeless and other people needing nutrition.

> Business customers receive a free [press release](#) to promote their CSR activities.

CORPORATE FOOD GROWING STRATEGIES

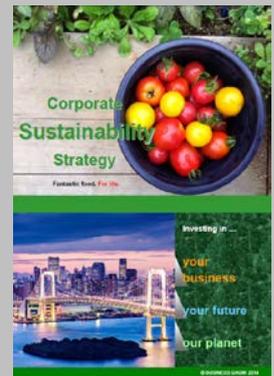
Investing in ...your business, your future, our planet.

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.

Office Food Growing Solutions

Tools, information and services aimed at helping people plant, grow and sow fantastic no-spray food at workplaces in the city.



> [Download](#)



> [Download](#)

ONGOING SUPPORT, SERVICES & MORE INFORMATION

After your garden is set up, Jonathon's expertise can be utilized either on-site or remotely, in particular to provide tips on trouble-shooting, plant thinning maintenance, harvesting, gardening training and more.

> [Urban farming Concierge service](#)

URBAN FARMING SERVICES

- [Urban Farming Dashboard](#) (Full service console)
- [Urban Farming Personal Concierge Service](#)
- [On-site food growing demonstrations](#) (Tokyo only)
- [Urban Farming Lessons](#) (Tokyo only)
- [Food Havens](#) – Create your own food haven in the city
- [Grow For Good CSR/food donation strategy](#)

EXPERIENCE – Successful urban farming projects

To see how Business Grow has been growing food and teaching 300+ people in Tokyo, click the following links:

- [Progress Report 2012](#)
- [Progress Report 2013](#)
- [Urban farming lessons](#)

Take action NOW to learn key food production skills for life, improve your health and protect the environment.

Your future

Our planet

Act now



Two purchase options

1: Full package

Pay 1 price and receive the entire kit

2: Monthly installments

Pay a small monthly fee and receive batches of reports, articles and guides spread out over 6 months

Contact us today...



Physical service available within Tokyo
Internet-based consulting available worldwide

Jonathon Walsh

E-mail: info@businessgrow.net

URL: www.businessgrow.net

FEES AVAILABLE ON REQUEST