

WHO ARE UPSTART FARMERS?

THE MANIFESTO

Upstart Farmers are commercial agricultural producers.

Upstart Farmers are first and foremost commercial farmers. They sell to a variety of local and/or regional markets, including (but not limited to) restaurants, local groceries, farmers' markets, and Community Supported Agriculture shares. No matter who they're selling to, Upstart Farmers provide the freshest, healthiest, and highest quality produce possible by growing with ZipGrow towers.

Upstart Farmers are impact-conscious.

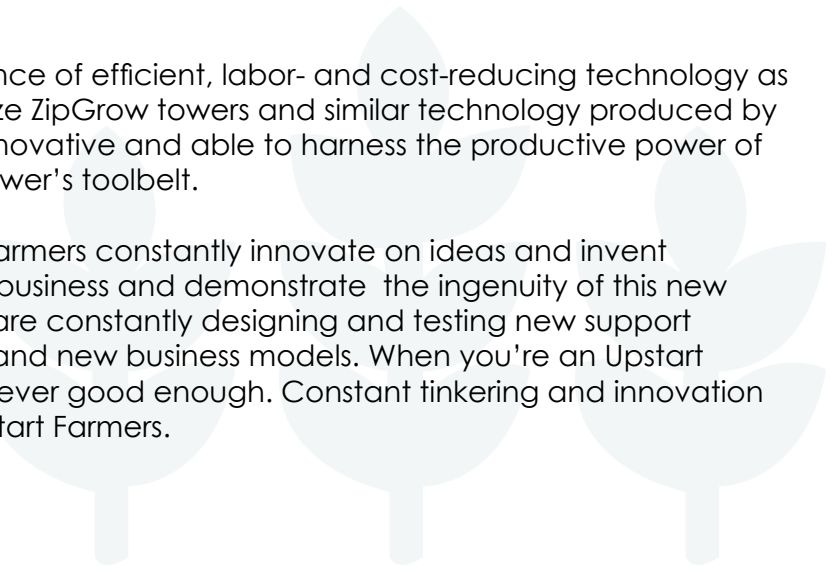
As soon as your food is harvested, it begins losing precious flavors and nutrients. By growing locally, Upstart Farmers are able to reduce transportation costs – both financial and environmental – associated with fossil fuel consumption. Food grown and transported in ZipGrow towers can also unlock even more freshness for their customers using the Live Sales model. This distribution technique reduces not only the farmer's labor in harvesting their crops, but also the amount of packaging, handling, and waste associated with food distribution. Consumers buying live produce from Upstart Farmers can harvest exactly what they need – no more, no less – helping to reduce post-consumer waste. And when over 50% of North America's food waste is occurring at the harvest and consumption levels, that's a big deal.

The efficiency seen in this sales model is mirrored in the production methods used by Upstart Farmers. Because water is continuously recirculated throughout the system, ZipGrow hydroponic and aquaponic systems provide for significant water conservation in comparison to other methods. Where conventional agriculture loses up to 50% of their water (using flood irrigation), ZipGrow systems lose only 1.5%. In the midst of major droughts and a growing water crisis, Upstart Farmers are able to grow a larger quantity of food, with much less impact, and feel good about it.

Upstart Farmers are innovative.

Upstart Farmers recognize the importance of efficient, labor- and cost-reducing technology as key to their business' success. They utilize ZipGrow towers and similar technology produced by Bright Agrotech. Better yet, they are innovative and able to harness the productive power of the ZipGrow tower as a tool in their grower's toolbelt.

Equipped with the right tools, Upstart Farmers constantly innovate on ideas and invent new solutions to improve their farming business and demonstrate the ingenuity of this new generation of farmers. Upstart Farmers are constantly designing and testing new support equipment, new growing techniques, and new business models. When you're an Upstart Farmer, settling for "good enough" is never good enough. Constant tinkering and innovation are common themes of all existing Upstart Farmers.



Upstart Farmers are dedicated to transparency.

Upstart Farmers live and work by the value of transparency and are dedicated to openness, communication, and accountability to better serve their customers. Sure, they're committed to innovative farming techniques using ZipGrow towers to increase production and reduce costs, but they're also committed to being open with their customers about how their food is grown. Upstart Farmers have no secrets to keep from their customers or fellow farmers. Just honest, sustainably grown, local food.

But Upstart Farmer transparency doesn't just end with the consumers. Upstart Farmers are also transparent with other farmers in their sharing of insights, mistakes, and best practices in the interest of moving fellow farmers forward. They collaborate on problems and successes for the good of the whole, resulting in a tight-knit and overwhelmingly successful community.

Upstart Farmers are (becoming) experts.

Through trial and error, Upstart Farmers have gained a vast knowledge of farming systems. They know what works and what doesn't. They've seen pest problems, nutrient deficiencies, and a host of other things-gone-wrong. They understand the importance of finding a market (locally, of course). Most of all, when they don't have the answers, they turn to the community of Upstart Farmers to seek and share support.

Sure, they make mistakes. But they also learn from them, because they know that sometimes, you can learn a lot more through failure than success. The Upstarts fail fast and learn quickly, leveraging all their insights and experiences towards continuous improvement of their farm and their bottom lines.

Upstart Farmers are positive and passionate.

Farming is often incredibly hard work, but Upstart Farmers maintain a positive outlook about both their farm and the future of the industry. They are passionate about progress; about learning what it takes to succeed as a farmer and operate their own business. Their new business ideas, whether it's how to grow a certain crop or how to be more creative in their marketing, are often inspired by others in the Upstart Farmers community. This is the power of the Upstart Farmers network, and this is why existing farmers take deep pride in being part of this rapidly growing community.



JOIN THE COMMUNITY

BECOME AN UPSTART FARMER TODAY