

# **Farms & Fish To Schools Conference 2015**

## **Evergreens Herbs & Produce**

**Greg Smith**

**April 2, 2015**

# Who we are

- 2 friends, running a “nano” business, who enjoy growing, and want to be a part of this food revolution



# What we do

- Aquaponically grown “living” (root attached) basil to Juneau supermarkets & restaurants



# What we've learned

- The market is hungry
- Learn, plan, implement, kick self, learn, repeat
- Some things are just out of your control
- Size matters



# Encouraging factors

- Low cost of electricity
- Abundant water
- Willing market
- Local support
- Cost of supplies



# Discouraging factors

- Cost of supplies
- Shipping costs
- Land price & availability
- Limited market



# Things to consider

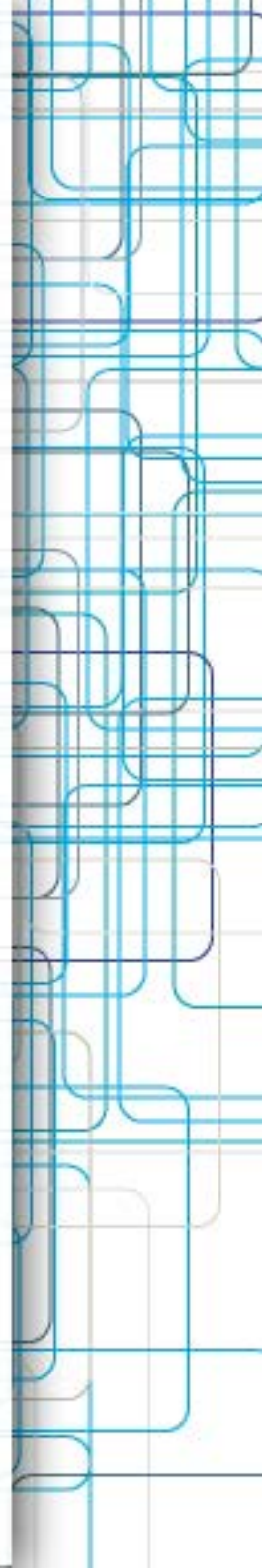
- Location (exposure, orientation, convenience, etc.)
- Market (Who? How?)
- Regulations, insurance, taxes, accounting, marketing, etc.
- Time requirements
- Economics
- Goals

# Future partnerships

- Experts
- Business
- Investors
- Schools & universities
- Other growers
- Restaurants

# Future prospects

- New crops (lettuce, other herbs, starts)
- Greenhouses & high tunnels
- Integrated systems
- Automation
- “Innovative” technologies
- Design
- Go vertical



# Questions?

- Thanks!
- Greg Smith
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