

Who are we?

Hort Americas is a wholesale supplier that takes prides in having industry leading knowledge within the commercial horticulture and controlled environment agriculture industries. This includes ornamental horticulture, commercial hydroponic vegetable production, vertical farming, urban farming, urban agriculture.

Our main areas of knowledge include (but are not limited to) the following product categories: engineered substrates, fertilizers and **horticultural lighting**.

Vision:

To be North Americas leading commercial/wholesale horticulture supply company.

Our Mission:

To link the best global manufacturers of horticultural goods and technologies with the North American grower community timely, efficiently and effectively.



Challenge: Yields and Profits

Regardless of the crop one is producing, ultimately the success of the farm will come down to two things.

- **Yield:** Our ability to produce enough product to cover cap cost and op ex.
 - Potential and Actual (unit/ft² of production space.)
- **Profit:** Our ability to be profitable under competition and to the general purchasing public.
 - No “proven” standards mean high cost of indoor farming (currently.)
 - Excluding greenhouse
 - Limited crops will mean limited accessible markets.
 - This will be good for early adopters, but as more growers come to market price erosion will occur
 - Indoor/vertical farms will compete with greenhouses.

Solutions: Collaboration, Focus and Open-Mindedness

This can and will continue to mean a lot of things.

- Our industry's ability to drive yields and gradually reduce production cost through **collaboration** will be key to our longevity.
- Our industry's ability to **focus** on what is real based on our current access to science and research will allow resources to be spent on innovations that drive us forward.
- Our industry's ability to be **receptive to new ideas** while quickly evaluating the effectiveness and validity of these ideas.