

Farms of the Future 1: Urban-Ag Business Models, Crops and Grow Environments



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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: Create business models and growing systems that produce crops profitably.

Assumption: Indoor Ag facilities will use a lot of power based on sol-source lighting strategies.

Assumption: The crops being grown currently have limitations when priced to consumer so, one cannot use all the power or invest in any equipment they may want to.

Assumption: Niche markets are finicky and quickly flooded and can not support every indoor farming concept being presented today, so business models need to think about broad markets.