LOCALLY GROWN. EXTRAORDINARILY FRESH.

JENN FRYMARK
CHIEF GREENHOUSE OFFICER, GOTHAM GREENS
MOST COMMONLY CONSUMED VEGETABLES AMONG U.S. CONSUMERS, 2014

Pounds per person

- **Fresh**
- **Canned**
- **Frozen**
- **Dehydrated**
- **Potato Chips**

LETTUCE SUPPLY CHAIN

CONVENTIONAL

98% of all US leaf lettuce is grown in California and Arizona.

GOATHAM GREENS

CURRENT GREENHOUSE LOCATIONS
CURRENT ‘LOCAL FOR LOCAL’ DISTRIBUTION: PRODUCT REACHES CUSTOMERS WITHIN 24 HOURS.

1: USDA Census of Agriculture, 2012
FOOD WASTE ALONG THE SUPPLY CHAIN

20% PRODUCTION LOSSES

98% of all US leaf lettuce is grown in California and Arizona. ²

1% PROCESSING & PACKAGING LOSSES

3% HANDLING & STORAGE LOSSES

12% DISTRIBUTION & RETAIL LOSSES

28% CONSUMER LOSSES

TRANSPORTATION

ENERGY

WATER

WASTE

1: NRDC
2: USDA Census of Agriculture, 2012
ENVIRONMENTAL IMPACT OF LETTUCE PRODUCTION

California is entering a 6th year of drought. Arizona is currently in its 21st year of drought.

TRANSPORTATION

3000+ miles traveled. Up to 1 in 7 truckloads of perishables delivered to supermarkets is thrown away.

ENERGY

26% of greenhouse gas emissions in the US result from transportation.

WATER

80% of consumptive water in the US is allocated to agricultural production.

WASTE

Up to 50% of overall food produced in the US is wasted.
Our approach to sustainability

- **Greenhouse grown**: Our highly productive and energy efficient greenhouses are **100% powered by renewable electricity** and produce over **50% more crop** than conventional greenhouses while using **25% less energy** per pound of crop.

- **Pesticide free**: Gotham Greens utilizes **Integrated Pest Management** to ensure produce is free of any harmful chemical pesticides, insecticides, or herbicides.

- **Urban farming**: Our rooftop greenhouses are an adaptive reuse of urban space allowing us to **fuel communities, not food miles**.

- **Premium quality**: Gotham Greens products are hand harvested + packed daily. This enables us to go **from farm to shelf in hours, 365 days a year**.

- **Sustainable agriculture**: Our specially designed re-circulating hydroponic methods save land and water while **eliminating agricultural runoff**. The result is efficient, high-yielding, year-round local food production using **Non-GMO seeds and recycled water**.
OUR FARMS

GREENPOINT, BROOKLYN: COMPLETED 2011
15,000 sq. ft. rooftop greenhouse in Greenpoint, Brooklyn. Represents the nation’s first commercial scale rooftop greenhouse.

GOWANUS, BROOKLYN: COMPLETED 2013
20,000 sq. ft. rooftop greenhouse on top of Whole Foods Market in Gowanus, Brooklyn. LEED Platinum Retail Store.

HOLLIS, QUEENS: COMPLETED FEBRUARY 2016
60,000 sq. ft. rooftop greenhouse in Hollis, Queens. Designed, built and operated by Gotham Greens.

PULLMAN, CHICAGO: COMPLETED NOVEMBER 2015
75,000 sq. ft. rooftop greenhouse in Hollis, Queens. Designed, built and operated by Gotham Greens. Design by McDonough + Partners.
COMMUNITY PARTNERS
NEW GREENHOUSE DEVELOPMENT

NORTH EAST
MIDWEST
MOUNTAIN WEST
NORTH ATLANTIC
SOUTHWEST
SOUTHWEST
CALIFORNIA
MID-ATLANTIC

NATIONAL EXPANSION