

Urban Farms

NEW YORK



New York's concrete jungle is about to get more green—and tasty—thanks to Gotham Greens, which is building a hydroponic rooftop farm in Brooklyn. The eco-efficient farm will take a small bite out of the \$2 billion in produce that's trucked into the city each year. Here's how it works.

Power Feed

The \$2 million, 16,000-square-foot farm—which opens this spring—is powered by a 60-kilowatt solar-voltaic array.



Buzz Off

Beneficial bugs, such as ladybugs and wasps, are used instead of pesticides to protect crops.

Water-works

A large cistern collects rainwater, which is used for irrigation.

Green Wheels

Produce is delivered by bicycles or renewable-energy-powered vans, depending on distance and volume.

Watery Fields Forever

Everything from bok choy to basil is produced using hydroponics, a soil-free method of farming. "Our plants grow straight from nutrient-filled water," says CEO Viraj Puri. Hydroponics uses 10 times less water than traditional farming, with higher crop yields.

Local Hunger

Of the 40 tons of expected crops, 70% will head to Whole Foods. The rest will be sold to restaurants and at farmers markets.

