



YEARS OF  
EXCELLENCE

Structures

# The Future Of Structures

The iconic image of our industry — the greenhouse itself — is changing. What it is and where you'll find it may be very different by 2043.

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**S**TOP and think about all of the advances in greenhouse technology in the last three decades. Today's structures would certainly be recognizable as a greenhouse to yesterday's growers. But capabilities of these facilities to efficiently produce high-quality plants are a world away from many of those older structures. The pace of those changes will increase in the next 30 years.

We're not predicting the end of the quonset or big gutter-connect ranges. We do, however, believe you will see a dramatic change in the ways some traditional structures work, where greenhouses are built, or even what is considered a "greenhouse" in the future.

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## Food And “Local” Will Bring Greenhouses To Where The People Are

“Food will play a big part in driving the future in greenhouse designs. Developments for ornamental horticulture will still be driven by naturally ventilated concepts, but if you look at where the greenhouse industry is going, I think food is going to drive the technology with sealed and fully controlled environments.

“Whole Foods and Gotham Greens 2 are currently building 20,000-square-foot greenhouses on top of Whole Foods’ newest New York City supermarket. If this works, I think other supermarkets will follow suit.

“Gotham Greens 1 has already been supplying Whole Foods stores with ultra-fresh produce. A sign in the produce department states, ‘Locally Grown by Gotham Greens 1, 2.5 miles away.’ The new Whole Foods sign might read, ‘Locally grown by Gotham Greens 2 upstairs.’ Can it be any fresher than that?”

—**Jeff Warschauer**  
Vice President of Sales  
Nexus Corporation

