
GROWCER
Modular Food Solutions
CROP
GUIDE



IN ONE GROWCER FARM, YOU CAN GROW 10,466 LBS OF FRESH PRODUCE A YEAR.



That's the ability to feed fresh greens to

2,361

people every week.



Or sell

65 retail boxes of lettuce every week.

Or offer

118 weekly CSA subscriptions.



*6 types of produce per subscription, factors in 10% plant loss

WHAT YOU CAN GROW

With hydroponics, you can successfully grow more than **140 different crop varieties.** From seed to harvest, it takes between 5 to 12 weeks depending on the crop and trim (partial) harvests.



LETTUCES



KALE



SPINACH



ARUGULA



ASIAN GREENS



HERBS

e.g., basil, mint, parsley and dill

We recommend you start with 5 to 6 main crops to become comfortable with your farm in the first year. Growcer's training helps optimize your planting schedules and overall production.

Right now leafy greens are the best crops to grow in a Growcer farm because we can grow them reliably and at productive volumes. There is also an added benefit for local consumers because leafy greens grown locally in a Growcer taste better and have a longer shelf life than imported produce.



EXPERIMENTAL CROPS

Sometimes our growers like to experiment! A majority of current customers grow wildfire lettuce, arugula, Monte Carlo romaine, spinach, kale, bok choy, mint, and basil, but some have ventured into trying out less common hydroponic crops.



SWISS CHARD



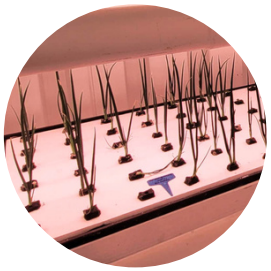
MUSTARD GREENS



ROSEMARY



MOUNTAIN SORREL (QUNGULIIT)



SPRING ONION



THYME



CHIVES



BETA TESTING

We are currently beta testing strawberries, to provide you with the flavour and sweetness of the summer field crop year round. Stay tuned!

YIELD: SIZE MATTERS

Growcer uses **deep water culture hydroponics** where plants sit on floating rafts with roots in water. This means **larger, more uniform crop sizes** because of an even distribution of nutrients, air, and light. This method of hydroponics is also **easier for new growers** and prevents crop loss if there's ever a power outage.

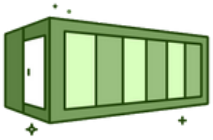
Growcer's yield benchmarks are:



For commercial size crops - similar to what you findin the grocery store



Validated and proven by our in-house research team and network of growers



Always being optimized - we help you get the most out of your farm

MIX*	TYPE OF PRODUCE	WEEKLY HARVEST
Mono Crop	Romaine Lettuce	896 mature heads
Dual Crop	Romaine Lettuce Spinach	394 mature heads 264 packages at 90g/package
Multi Crop	Romaine Lettuce Spinach Bok choy Fresh basil Mint	221 mature heads 148 packages at 90g/packet 184 mature heads 66 packages at 28 g/package 89 packages at 20g/package

*MIX ASSUMPTIONS:
Mono crop: 100% of the farm is used for one crop.
Dual crop: 100% of the farm is used to grow two different crops, split evenly 50/50.
Multi crop: 100% of the farm is used to grow a mix of five different crops. Approximately 85% of the farm is used to grow leafy greens (split evenly between lettuce, spinach, and bok choy), and 15% of the farm is used to grow herbs (split evenly between basil and mint).

Take a look at what current customers are growing year-round. We recommend you start with 5 to 6 main crops to become comfortable with your farm in the first year, so what's on your list?

CUSTOMER #1

1. Skyphos lettuce
2. Garrison lettuce
3. Asian Delight choy
4. Monte Carlo lettuce
5. Spinach
6. Basil

CUSTOMER #2

1. Black seeded simpson lettuce
2. Rex lettuce
3. Spinach
4. Red Russian kale
5. Mustard greens
6. Basil

CUSTOMER #3

1. Kale
2. Spinach
3. Butterhead lettuce
4. Wildfire lettuce
5. Bok choy
6. Arugula

YOU

1.
2.
3.
4.
5.
6.

Want to better understand how much you can harvest weekly with your dream list? **Book a call** to chat yields, distribution, and ROI.