

# GET RICH QUICK!

Now that we have your attention, let's get serious.

Although few things can fulfill the headline, creating and operating a hydroponic microgreens farm presents a unique opportunity for growth and profitability.

Increasing demand for fresh, locally-sourced produce coupled with the current and projected sales trajectory makes this investment both viable but strategically sound.

Microgreens and other controlled environment agriculture (CEA) can help to address food access issues in underserved communities and provide living wage families incomes.

## Getting Started

In less than 20 square feet (about 1/5 of a typical bedroom or the size of a walk-in closet), an investment of around \$2,000 plus the will to go out and ask for business, you can net about \$1,400 monthly with cash flow of considerably more (Fig. 1). (Work it yourself; keep the \$\$\$!)

## Growing your Business

Reinvest part of your profit to add production capacity. How and where will vary greatly, but if you add production units regularly your business could soon look more like Fig. 2. This will require effort, salesmanship and persistence. Garden of Eden Urban Farming can help.



GOE Hypothetical Farm			
<b>Production</b>			
µGreens: racks, trays	1	79	
µGreens: servgs/mo @\$	2,528	\$0.325	
<b>Revenue &amp; Expenses</b>		<i>Month</i>	<i>Year</i>
Revenue		<b>\$1,975</b>	<b>\$23,700</b>
Operations, labor & materials		<b>\$823</b>	<b>\$9,870</b>
Gross Income		<b>\$1,152</b>	<b>\$13,830</b>
Gen'l & admin expenses		<b>\$20</b>	<b>\$245</b>
<b>Net Income</b> (taxable)		<b>\$1,132</b>	<b>\$13,585</b>
<b>Required Investment</b>			<b>\$1,227</b>
Cash flow*		\$1,528	\$18,340

Fig. 2. Mature Revenue & Expenses			
<b>Production</b>			
µGreens: racks, trays	8	635	
µGreens: servgs/mo @\$	20,320	\$0.474	
<b>Revenue &amp; Expenses</b>		<i>Month</i>	<i>Year</i>
Revenue		<b>\$15,875</b>	<b>\$190,500</b>
Operations, labor & materials		<b>\$9,633</b>	<b>\$115,592</b>
Gross Income		<b>\$6,242</b>	<b>\$74,908</b>
Gen'l & admin expenses		<b>\$2,785</b>	<b>\$33,415</b>
<b>Net Income</b> (taxable)		<b>\$3,458</b>	<b>\$41,493</b>
<b>Cumulative Investment</b>			<b>\$21,450</b>
Cash flow*		\$9,928	\$119,131

Learn more: [GOEFARMING.COM](http://GOEFARMING.COM) or ask your representative.