



NUTRIFARMS

GROW. EAT. SHARE.

DEVELOPER MEDIA KIT

Thank you

for your interest in Nutrifarms.

With the society rapidly moving towards Urban communities a desire for fresh, healthy food continues to grow as well. Conversely, statistics continue to show a decline in food production, which makes access to fresh produce exceedingly difficult.

As a Developer, you can benefit from these growing communities. By teaming up with Nutrifarms, you can distinguish yourself from other competitors.

On the average, homes in a farm community sell quick, and with a premium! Within this Media Kit we will provide information from several case studies, which support this data.

So, let's have a conversation to see how Nutrifarms can partner with you and your developments, to become part of the growing trend: Good health and sustainability within our communities.

Be Healthy,

Bram Selleslach



What are Nutrifarms?

When thinking about gardening and farming, in the past, images of the countryside filled with rows of vegetables is what we imagine. Unfortunately, times are changing, and more of our food production is closer to you than you think. In fact, According to the USDA, approximately 15% of the world's food supply is currently grown in residential areas. Locally grown produce is only going to increase as society continues to set roots in urban communities.

Urban gardens and farming, are on the rise as the desire for fresh produce increases in densely populated urban areas. Due to the location of a city, there isn't a "one-size-fits-all" approach. Rather, individuals, communities, cooperatives, and businesses alike have a plethora of solutions for their need for fresh produce.

A restaurant may grow their own herbs in an indoor garden, a neighborhood may take over a vacant lot for a raised bed garden, a cooperative may keep a rooftop beehive, or a family may plan a container garden for a patio. These are all examples of urban gardening. Instead of the long-standing practice of trucking in the food to cities, residents are taking matters into their own hands to produce local and sustainable food.

This is where Nutrifarms comes in. Our proven systems creatively integrate elements of productive agriculture; either by means of growing produce (edible fruits, vegetables, and herbs), or other useful plants to reduce useless consumption, landfill waste, and water usage.

Our Mission:

At Nutrifarms, we strive to localize urban farming to give communities access to fresh, healthy food within their own locally. By turning traditional landscapes into beautiful and edible urban gardens we can give people that access. Source access to produce also can allow our clients to offset some (or all) of the maintenance cost.





Bram Selleslach CEO

Bram is a serial entrepreneur, engaging speaker, small business coach, and investor. Since 1996 he has been an advisor to 48x multi-billion dollar companies and hundreds of smaller enterprises. Bram specializes in developing business processes, business automation, and sales conversion optimization. Seeing the declining quality and rising prices of produce from chain retailers prompted him to research other options, and Nutrifarms was born. Nutrifarms takes his business experience and combines it with his vision of urban gardening to come to life within local communities. Originally from Belgium, Bram enjoys the outdoors, traveling, good food, and (when not traveling) spending quality time with friends and family.

How can Nutrifarms help you?

Increase Home Value

The median home value in an Arizona based urban community; "Agritopia" is \$676,052, Agritopia home values have gone up 31.6% over the past year and Zillow predicts they will keep rising (Zillow, 2020).

Differentiate From Other Communities

Over a third of U.S. households (roughly 42 million) participate in food gardening. There has also been an increase of 63% participation in farming by millennials from 2008-2013. US households participating in community gardening has also tripled from 1 to 3 million within those five years. Urban agriculture provides unique opportunities to bridge diverse communities. Thus, making each community garden a hub that is reflective of the community; different and connected.

Done-for-you format

From the initial assessment, design, install, and ongoing maintenance, our teams will take care of everything from beginning to end.

Offset Cost for you and/or HOA

As the produce is offered to members of the community at a discounted rate, any excess can be sold to a wholesaler, and/or donated to families in need. The revenue generated through this process can help offset the maintenance cost.

Reduce landscaping cost for future developments

A section of your development can be set up as a micro-nursery. By doing so, you can grow 'your own' plants, bushes and trees that you can use for your next development. This will reduce the need and cost to buy at a nursery.

Nutrifarms are often places that facilitate positive social interaction, which also contributes to overall social and emotional well-being. Many gardens facilitate the improvement of social networks within the communities that they are located.- (Wikipedia)

A Few Examples of Urban Farm Projects



Agritopia-Gilbert AZ

Located in the heart of Gilbert, AZ, Agritopia features 450 residential lots along with commercial, agricultural, and open space tracts. Specifically designed to reduce physical, social, and economic barriers to strengthen relationships between neighbors. The central feature is a working farm complete with lambs, chickens, a citrus grove, and rows of heirloom vegetables. Residents have stated, "Through encouraging sharing, less maintenance, and access to resident's needs, we are building an adaptable community. We are enjoying more time within our community and with friends and family, with this process simplifying many areas in our lives. "



Serenbe-Atlanta, Georgia

This 1,000-acre community is located 30 minutes from Atlanta's Hartsfield-Jackson International Airport. This development's omega-shaped hamlets were carefully fitted into the natural landscape, forming an interface between the site's green, wetland and watershed areas and the surrounding sloping hills. Central to all is Serenbe Farms, a 25-acre working, organic farm and CSA, which provides organic produce throughout Atlanta and The Chattahoochee Hill Country.

If you would like to learn more, have questions, or would like to schedule a meeting with us,

contact us via hello@nutrifarms.com



Prairie Crossing-Chicago, Illinois

Located in Grayslake, Illinois, this agrihood is designed to combine the preservation of open land, easy commuting by rail, and responsible development practices. In addition to shops, a charter school that emphasizes environmental education and global citizenship, and stables, Prairie Crossing is known for its 100-acre working organic farm, which is working on launching the next generation of farmers to grow organic food for the Chicago region.



South Village-South Burlington, Vermont

This community has been designed to combine two of Vermont's most cherished traditions: open space and village living. The agrihood features paths for cycling and cross-country skiing, community gardens, and a 4-acre organic farm, vital in connecting South Village residents to local food production via a cooperative CSA.



Hidden Springs- Boise, Idaho

This community was created around an agricultural heritage with a small-town feel. Built on the site of a 135-year-old farmstead, Hidden Springs offers access to 800 acres of open space. In addition to the Dry Creek Mercantile restaurant, schools, fire department, and saltwater swimming pool, the development centers around an organic farm that produces vegetables and herbs for CSA members, as well as the customers of the Mercantile.



Willowsford-Loudoun County, Virginia

Willowsford spans over 4,000 acres and comprises four distinctive yet interconnected "villages." More than half of this land is designated to remain as open space under the stewardship of the non-profit Willowsford Conservancy. Out of the other half, 300 acres are used to cultivate more than 150 varieties of vegetables, herbs, fruit, and flowers and raise several livestock breeds, many of which are distributed to the community through the CSA program and Farm Stand.



Kukui'ula-Hawaii

Kukui'ula is a bit more upscale than most of the agrihoods. But the same principles of community and sustainable agriculture guide daily life in this Hawaiian paradise. Tucked in a valley beside a 20-acre lake, the Upcountry Farm allows members to plunge their hands into the stunning red earth, cultivating bananas, papaya, chard, citrus, herbs, pineapple, arugula, and breadfruit for the community to eat.



Bucking Horse-Fort Collins, Colorado

Developer Bellissimo, Inc. is planning something new for its next project in the famous foothills town of Fort Collins. The Bucking Horse project will strive to create new standards for a healthier lifestyle around the principles of community, environment, education, health, and economics. The 160-acre agrihood will feature a trail system, healthy retailers (think bike shop and yoga studio), community gardens, and a farm-to-fork restaurant that will serve up produce and other edibles are grown on-site.



Skokomish Farms- Tacoma, Washington

An environmental community built on a former hay farm in the Puget Sound area of Washington state. The community consists of 18 parcels divided into a 5-acre homesite, with the remaining 35 acres cultivated under a perpetual conservation farm easement. A democratically elected farm manager manages agricultural activities. "You'll enjoy abundant healthy organic and natural produce year-round. We plan to cross-pasture grass-fed livestock and raise field crops. In the winter, some crops will be grown in greenhouses," explains the website.



Harvest

Harvest is a 1,150-acre master-planned, mixed-use development that will eventually be home to approximately 3,200 energy-efficient, single-family homes. At its heart is Tassione Farms, a community garden and orchard, where residents will learn how to grow fresh, organic produce and embrace a farm-to-table lifestyle.



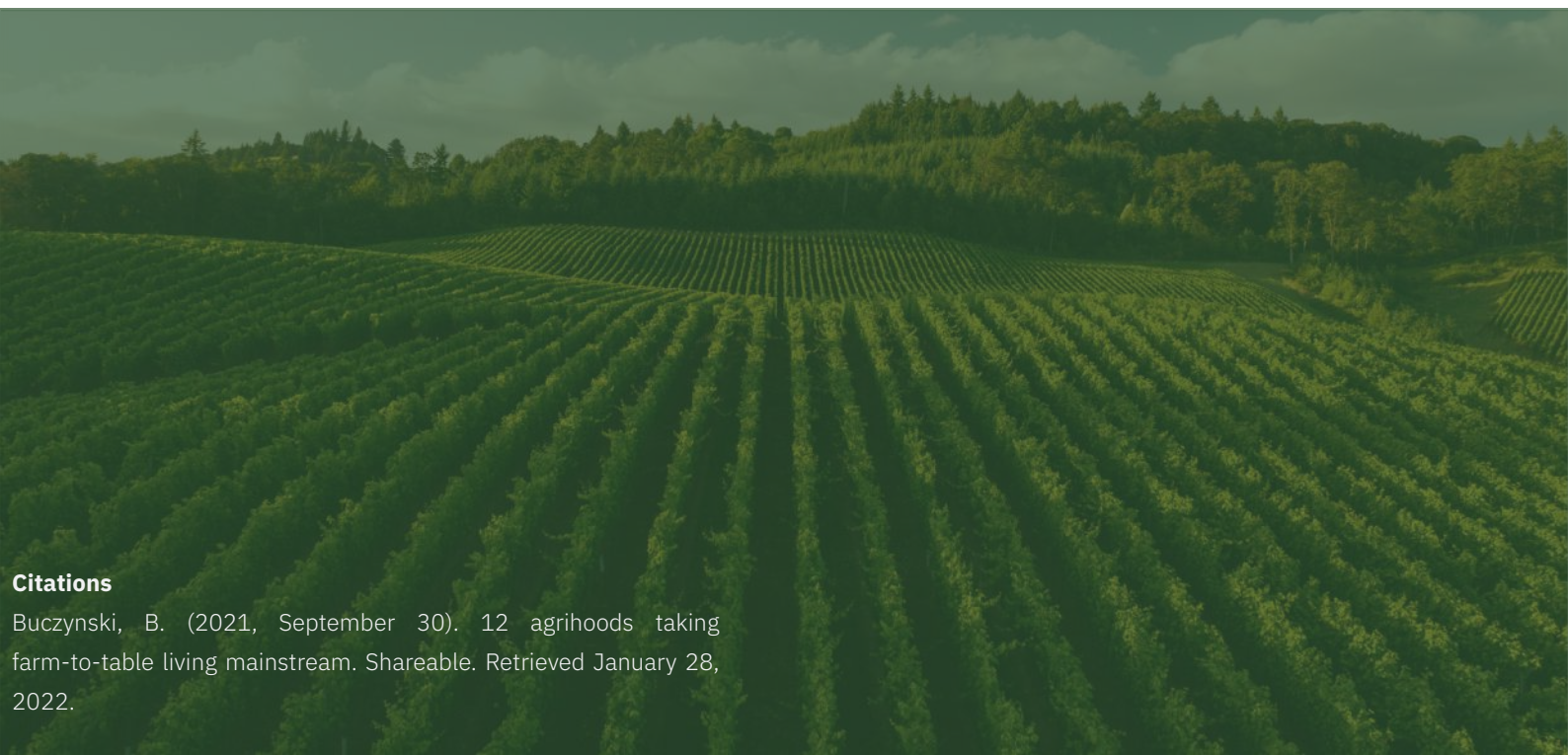
Sendero Farm-San Juan Capistrano, California

One of three unique villages will eventually make up the 6,000 Rancho Mission, Viejo development in San Juan Capistrano, California. Located on 17,000 acres of permanent open space, Sendero residents can choose from a mix of home styles and neighborhoods that wrap around paths, parks, gardens, and the Ranch House – the social hub of the village. Down the road, Sendero Farm and the Ranch Marketplace provide easy access to organic vegetables, herbs, and flowers, grown right on-site, including citrus and avocados.



Prairie Commons- Olathe, Kansas

Specifically designed with the senior citizen in mind, Prairie Commons will be a pedestrian-friendly development built around a 15-acre lake. On-site, Tibbet's Farm will transform the existing single-crop operation into a certified organic farm that produces a variety of fruits, vegetables, and small-scale livestock. In addition to the farm, a series of community gardens, a farmers' market, a cooking school, restaurants, and a small grocery market, will "reintroduce the heritage of fresh food into a contemporary development."



Citations

Buczynski, B. (2021, September 30). 12 agrihoods taking farm-to-table living mainstream. Shareable. Retrieved January 28, 2022.

Our Process, 7-Steps to Success:

01

Onsite Meeting/Introductions

Get to know each other (no obligation). The purpose is to discover value we can bring to one another.

02

Productivity Assessment

In-depth research into your specific project, the community, local market conditions, etc. This allows us to populate a comprehensive assessment, outlining exactly what can be obtained through Nutrifarms - including local microclimate mapping, what to grow, financial value.

03

Design/Adjustments

We start the design from scratch, integrate it within your existing scope, and support your in-house design team. Our designers will deliver the perfect foundation for your project.

04

Installation

Our experienced contractors install your beautiful edible landscape based on the approved design. A dedicated project manager will be assigned to keep you up to speed on the progress and ensure quality control that meets your standards.

05

Maintenance

Nutrifarms Maintenance Teams check into your Local Urban Garden regularly and ensure that your garden not only looks good but stays on production schedule.

06

Produce Sales/Revenue

The produce not used within the community can be resold via specialized partners. The revenue generated can help offset and maybe even pay for maintenance. You can pass through this as a benefit via the HOA and/or homeowner.

07

Ongoing Reporting/Project Management

Single Point of Contact, project manages all, and can provide reporting to you and/or the HOA.

What is your next step?

If you would like to schedule a meeting, have questions, or learn more,
Email us at hello@nutrifarms.com

