

News Release
For Immediate Release

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Grower's Organic Freight Farm has Landed

Vertical hydroponic farming the newest step in sustainability for Colorado chefs and home cooks

DENVER, CO. (March 31, 2017) – [Grower's Organic](#), a small and devoted team of farmers and distributors of organic produce and products, is taking steps to localize the food supply to chefs, grocery stores and consumers in Colorado. Earth Day weekend is the official launch of a Freight Farm at their headquarters at 6400 Broadway, Unit 11, in Denver. They'll also be celebrating Earth Day weekend by offering wildflower seed bombs for bees, and organic treats made by local purveyors to anyone who picks up a newly-launched [GOBOX](#), or visits the market at their headquarters on Friday, April 21 and Saturday, April 22 between 11a.m.-2p.m. First-time purchasers of a GOBOX will receive 25% off on these days.

The [Freight Farm](#), a vertical hydroponic farm, is built entirely inside a 40' x 8' x 9.5' upcycled shipping container, and provides an environment conducive for growing certain lettuces and vegetables all year. It maximizes space for food production and decreases water usage, making it an efficient system for urban areas which lack access to fresh produce. These urban areas are considered "food deserts" and the Freight Farm creates a small oasis within them. Grower's Organic is the first distributor in Denver to grow produce at their headquarters—a sign of their passion and dedication toward integrating an organic and sustainable food chain in urban areas.

Working closely with a mother-and-son team, Kathy and Scott Callender, Grower's Organic has been developing a system within the Freight Farm to produce a line of vegetables primarily for chefs in Colorado, including Heirloom Salanova lettuces, Petite Wasabi Arugula and Baby Purple Daikon Radishes. Chefs have appreciated the organic produce delivered by Grower's Organic for over a decade, and the Freight Farm is perfect for delicate vegetables that usually suffer the most during transportation. By shortening the distance between farm and table, the Freight Farm leads to less food waste, ensuring that a crop does not get thrown away simply because it wilted in transit.

Daniel Asher, Partner and Executive Chef of River and Woods in Boulder says, "By utilizing a container farm, Growers Organic can not only provide local chefs with a better quality of produce, but can educate consumers on the importance of locally sourced and responsibly grown ingredients. In light of today's shameful EPA decision regarding pesticides, this sort of action-minded thinking is exactly what we need more of from our food distribution companies, locally and nationally."

Additionally, as part of their commitment to reimagining and reconstructing the food chain in urban areas, Grower's Organic began a CSA-style system of organic produce shares called GOBOXES in March of this year. The most recent addition is the "Pretty Ugly" GOBOX—a produce share of vegetables that are slightly bruised or have had blemishes removed, but are perfectly tasty and usable. The Pretty Ugly GOBOXES are \$17, with \$1 of every box donated to a local nonprofit, [We Don't Waste](#), focused on reducing food waste.

Founder Brian Freeman remarks, “GOBOXES are Grower's Organic way of bridging the final gap from the small farm to the consumer. We really enjoy sharing our knowledge with the public and the program has already been a great success. We're looking forward to similar success with the Freight Farm.”

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Click [here](#) for more information on Freight Farms. Click [here](#) for more information on GOBOXES.

High-resolution, professionally-taken photographs of Grower's Organic products and the Freight Farm available upon request.

More about Grower's Organic

Grower's Organic sells the highest quality and freshest organic produce year-round. They provide a vital link in the food chain between the consumer and farmers, while supporting organic sustainability and environmental stewardship. They are dedicated to promoting fair trade and parity for farmers while sourcing grocers, consumers and restaurants with the finest and freshest produce. For more information, visit the [Grower's Organic website](#), and follow them at [Facebook](#), [Instagram](#), and [Twitter](#). For media information or interviews with the founder Brian Freeman, contact Kuvy Ax at [720.329.7327](tel:720.329.7327) or kuvy@rootpr.com.