



AGRITECTURE
CONSULTING

AGRITECTURE IMPACT REPORT 2021

Produced by the Agritecture Team
Published Feb 25, 2022



—TABLE OF CONTENTS—

About Agritecture.....	3
Company History.....	4
Mission and Vision.....	5
A Snapshot of Our Past.....	6
Sustainability Commitments.....	7
Defining Sustainability.....	8
Introduction To Impact Categories.....	9
Communications.....	10
Data.....	12
Global CEA Census.....	12
Agritecture Designer.....	13
Services.....	14
Offsetting Our Footprint.....	16
Impact Projects of 2021.....	17
GoldenEye.....	18
Focus Points Family Resource Center.....	20
Community Initiatives.....	22
Introduction To Community Initiatives.....	23
Farms Not Arms.....	24
NYC Agriculture Collective.....	25
Teens For Food Justice.....	26
Thought For Food.....	27
Goals for 2022 and Beyond.....	28
What We're Doing Well.....	29
Where We Can Improve.....	30
Goals For The Future.....	31
Closing Words From Agritecture.....	32

ABOUT AGRITECTURE

—COMPANY HISTORY—

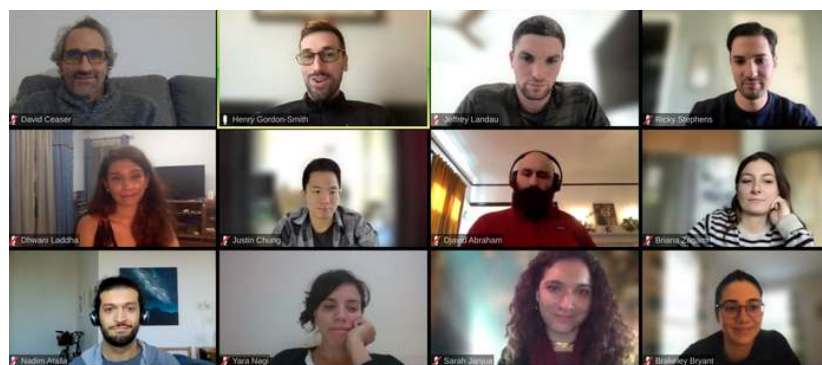
Agritecture (AGR) was founded by Henry Gordon-Smith in 2014 to help entrepreneurs navigate the crucial planning stage for their urban farming business and avoid costly mistakes.

Since then, Agritecture has grown into the world's leading advisory firm on urban and controlled environment agriculture, working with clients of all types - from entrepreneurs, to investors, to technology providers - in more than 35 countries.

To continue highlighting the latest innovation and pushing the industry toward greater transparency, our content team maintains an active blog, social media presence, and email newsletter, counting nearly 200,000 active followers. In 2020, we launched our own software platform, Agritecture Designer.

We define *agritecture* as the art, science, and business of integrating agriculture into the built environment. We're a global team of interdisciplinary consultants that rely on an ever-expanding dataset and a proven methodology, having completed more than 150 projects to date.

The term was first popularized by our Founder, Henry Gordon-Smith, in 2011, when he was researching how cities could use agriculture to address environmental, social, and economic challenges, and develop resilient food systems in the face of climate change.



—MISSION—



To accelerate and empower the transition to smarter and more resilient agriculture.

—VISION—



A new era where agriculture is economically feasible, resilient to climate change, and powered by data-driven strategies.

—A SNAPSHOT OF OUR PAST—



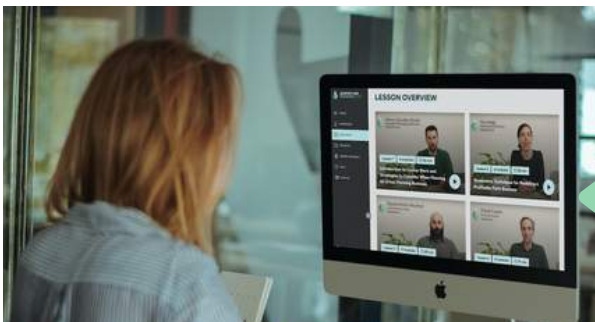
NEW YORK ROOTS

For several years, Agritecture rented a workspace and vertical farming showroom in Brooklyn, NY where our team worked and many clients were able to visit. While our space was relatively small, operational needs like heating and lighting impacted our environmental footprint.



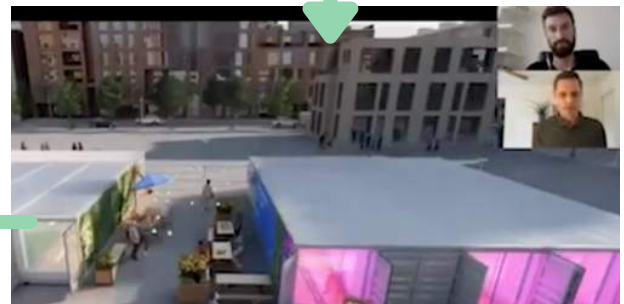
TRANSITION TO REMOTE WORK

With our team expanding and several new members based in locations outside NYC, Agritecture transitioned to remote work in Feb. 2020, fortunately just a month prior to the pandemic.



EXPANDING ACCESS

With remote work becoming the norm and the industry growing rapidly, Agritecture dedicated itself to creating more access to our expertise, planning methodology, and data models by launching **Agritecture Designer** - the world's 1st platform for planning urban farms - in 2020.



VIRTUAL EVENTS

With global lockdowns and few opportunities to network and spread knowledge in the industry, Agritecture launched a Digital Conference Series. By interviewing leaders across the urban ag world, we were able to continue to spread knowledge.



AGRITECTURE
CONSULTING

AGRITECTURE'S SUSTAINABILITY COMMITMENTS

—DEFINING SUSTAINABILITY—

Sustainability is the ability to provide for the needs of the current generation by using available resources without causing future generations problems providing for their own needs. The concept doesn't only apply to the environment, which is considered the most pressing pillar of sustainability today, but also to other aspects, including the people and the economy.

Triple-bottom-line (Planet, People, Profit) is how Agritecture defines and assesses sustainability in the simplest of terms. Balancing these elements is how we engage in sustainability for our audience, clients, software customers, investors, community, and team.

We also think of sustainability as a process, not an end. Thus, to be “sustainable” is a never-ending journey of research, analysis, and innovation. We need to stop thinking about sustainability as a trip from A to Z but rather a circular system of continual improvement.

Looking towards 2025, Agritecture has made commitments to sustainability in regards to ‘Communications,’ ‘Data,’ ‘Services,’ and ‘Our Activities.’

¹<https://corporatefinanceinstitute.com/resources/knowledge/other/sustainability/>

—INTRODUCTION TO IMPACT CATEGORIES—○

Here are the four impact categories that Agritecture has chosen to focus on:



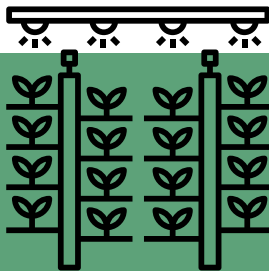
COMMUNICATIONS

As the leading blog in controlled environment agriculture (CEA), we pledge to use our voice to amplify sustainability through both positive storytelling, and honest constructive criticism.



DATA

As the first CEA farm planning software, we have a responsibility to help our users not only understand economic differences between their farm business options, but also the environmental and social differences.



SERVICES

As a leading consulting firm for the CEA sector, we have a unique responsibility to arm our clients with a sustainability assessment to help them understand their impact and continue their journey to be more sustainable in the future.



OFFSETTING OUR FOOTPRINT

Since inception, Agritecture has been working to reduce the impact its activities have on the environment. We believe that offsetting our negative impacts from travel is one way we can behave more sustainably.

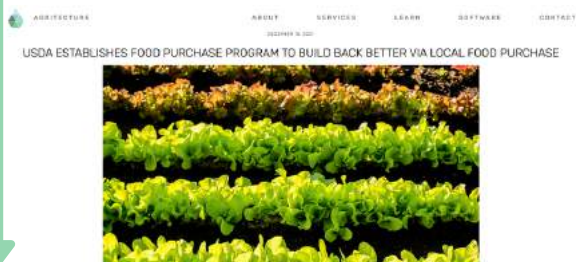
— COMMUNICATIONS —

For too long, certain methods of agriculture technology have been promoted as solutions to feed the world sustainably without telling the full story. As a data-driven advisory firm and popular industry leader through our blog and speaking engagements, we feel a responsibility to share constructive guidance to those greenwashing in the sector. Our ultimate goal is to encourage a more honest and sophisticated discussion around agriculture, technology, and sustainability.

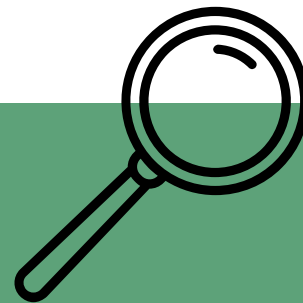


BLOG POSTS

New editorial paragraph on sustainability before every article we syndicate on our blog



Editor's Note: The USDA continues to provide funding to support underserved farmers and ranchers, and this is exactly the kind of governmental support we need to see more of. As of most recently, the USDA's grant for encouraging the development of urban agriculture and innovative production activities supported the non-profit Teens For Food Justice in constructing three urban hydroponic farms in the Fair Hackspace. [Read more here!](#)



CATEGORIES

New search tag for sustainability to allow our audience to find eco-related content and innovations faster

Sort by Category ^

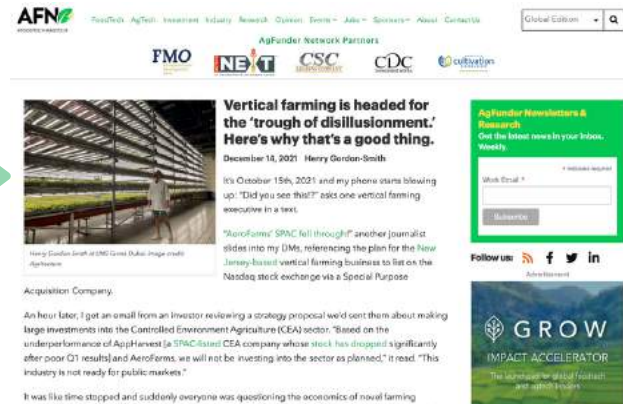
- Agritecture Original
- Design
- Education
- Entrepreneurship
- Farms Unknown
- Future of Cities
- Horticulture
- Policy
- Sustainability**
- Technology

—COMMUNICATIONS—

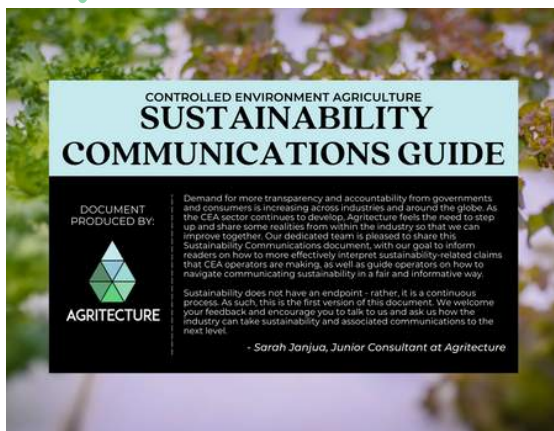


GREENWASHING

A commitment to comment on and highlight greenwashing in the sector to encourage a higher standard of communication



Agriture's recent article on AgFunderNews sheds light on how vertical farming could be headed for the 'trough of disillusionment,' and why excessive hype needs to be combatted. Read [HERE](#).



Drawing on insights from the 2021 Global CEA Census which gathered sustainability data from 300+ businesses, this free guide will help you more effectively interpret and communicate about sustainability-related claims in the CEA industry. Download [HERE](#).



This Agritecture & WayBeyond webinar offers specific ideas and solutions for growers to tackle some of the sustainability biggest challenges, including: understanding what metrics to track and how to track them, clean energy sourcing solutions, and more. The webinar is available for free on YouTube - watch [HERE](#).

—DATA - CEA CENSUS—

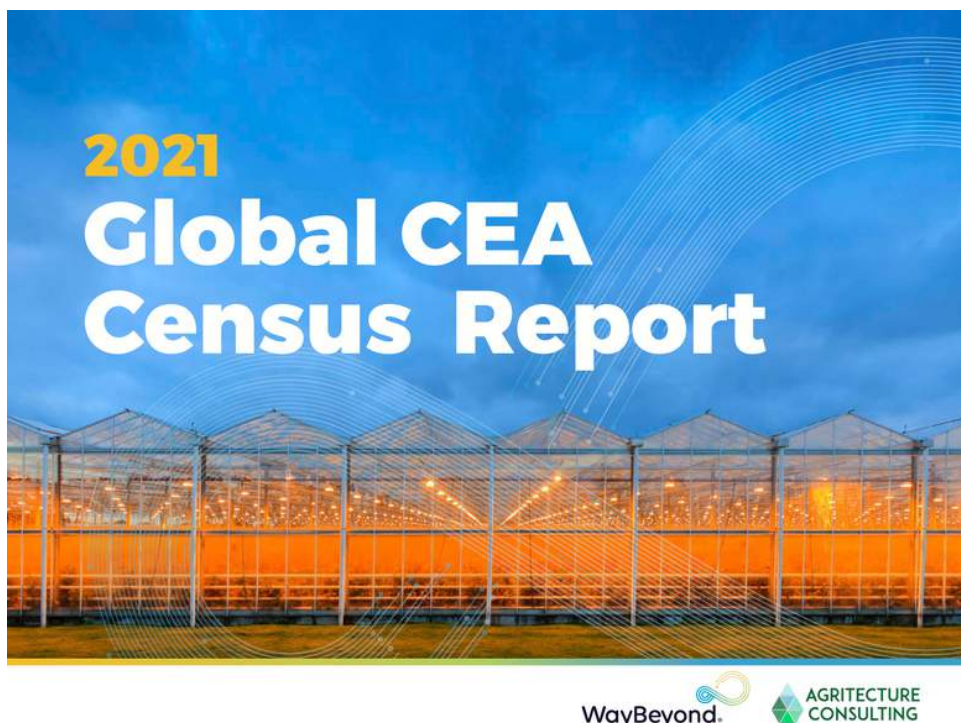
The 3rd annual Global CEA Census, produced by Agritecture & WayBeyond, spotlights sustainability: including on-farm practices, tracking methods, and average metrics related to water use, energy use, waste, and more. Our joint report also dives into operators' attitudes toward sustainability and greenwashing.

Prior years' Census reports have focused on understanding the demographics and key attributes of CEA operations and their founders, as well as effects of the COVID-19 pandemic.

Our companies put months of focused effort and multiple resources into the CEA Census solely for the betterment of the industry and have earned no revenue from the Census to date.

Agritecture will continue seeking ways to collect industry data and make it more available through partnerships and utilizing our new software platform, *Agritecture Designer*.

[ACCESS THE FREE REPORT HERE](#)



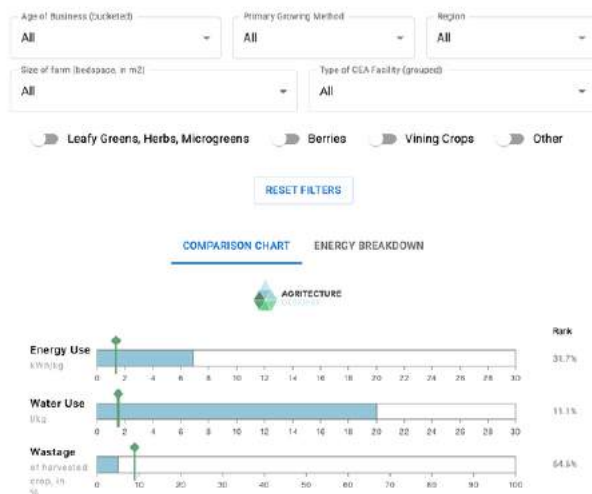
— DATA - AGRITECTURE DESIGNER —

With Agritecture Designer being the first CEA farm planning software, we have a responsibility to help our users understand not only the economic differences between their farm plans, but also environmental and social ones.



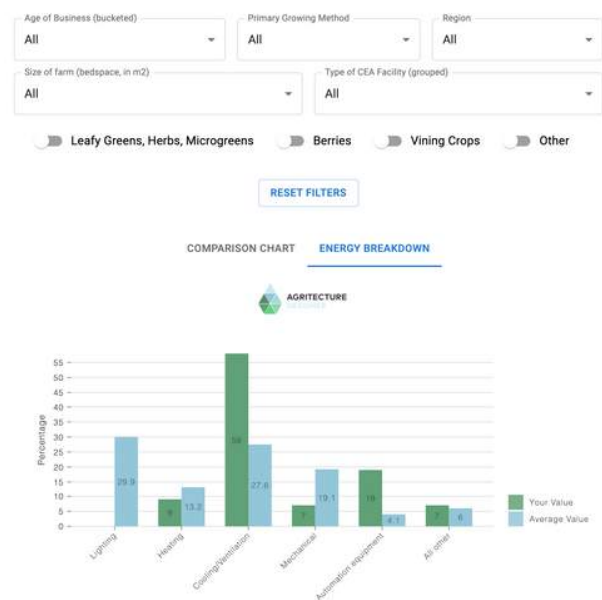
BENCHMARKING

In 2021, we launched a benchmarking tool for respondents of our 2021 Global CEA Census to compare their sustainability metrics relative to the average of all respondents.



ASSESSMENTS

In 2022, we will launch a new comprehensive Sustainability Assessment for every farm model built in Agritecture Designer.



SERVICES

Agritecture is committed to helping clients understand their farm's sustainability metrics, giving them the data they need to make smarter decisions. Along with offering sustainability services to our clients, our company also offers advising services to organizations seeking to create positive social impact.



ASSESSMENTS

As of Q2 2021, Agritecture is offering sustainability assessment services to consulting clients at a discounted rate to encourage them to know their impact on the environment and society, in addition to the profitability metrics we already provide.



IMPACT PROJECTS

Every quarter, we pledge to advise (pro bono or discounted) one social impact project. This allows our services to be more accessible on a local and global scale.

2. STATEMENT OF WORK & DELIVERABLES

ACTIVITY 1: Sustainability Assessment

What: Agritecture will assess [insert client name] in relation to overall sustainability and Environmental, Social and Governance (ESG). Agritecture will use data provided by the Client as well as our internal database to benchmark key numbers. AGR will also review the Client's dataset, technology, financial and operational assumptions and general performance and provide critical review and feedback on the technology, crop yields, growing costs, and energy & labor efficiency.

Method:

- Agritecture will provide guidance on data collection to help the Client understand which sustainability and ESG metrics are of most interest and identify any missing data.
- Agritecture will evaluate the data collected for the Client's key numbers including:

SERVICES



CITY-WIDE IMPACT

As cities are great leaders for sustainability, we pledge to provide 20 hours of free consulting per year to cities, governments, and policy makers looking to develop forward-thinking sustainability through agriculture policies.



Agritecture advised the City of Atlanta's Urban Agriculture Director on advancing and accelerating the City of Atlanta's urban agriculture strategy. Through this advisement, Agritecture has produced The AgLanta Conference, engaging the City's residents, fostering community involvement, and highlighting the economic opportunities for companies to work in Atlanta, GA.



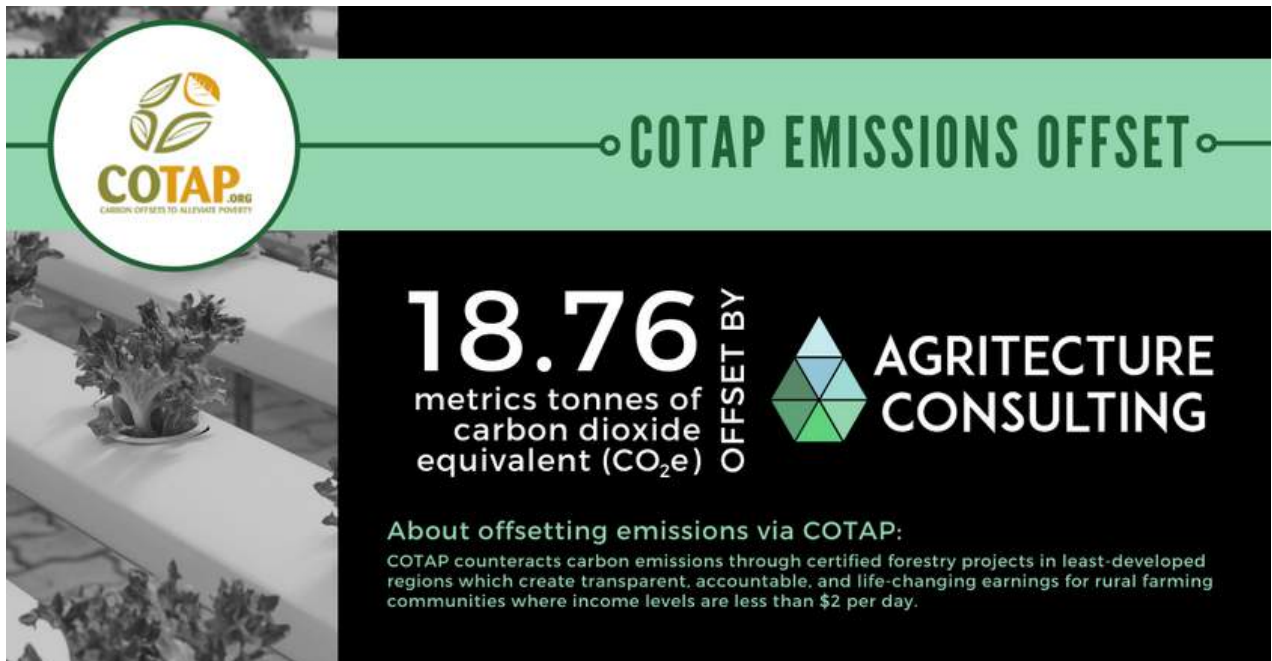
Agritecture worked with Goler Community Development Corporation to create an urban greenhouse to inspire economic development and address fresh food scarcity in North Carolina.


— OFFSETTING OUR TRAVEL FOOTPRINT —


We believe that offsetting our negative impacts from travel is one way we can behave more sustainably. It ensures that we pay for carbon emissions we produce and discourages unnecessary air travel.

In 2018 we offset 40% of our carbon footprint, in 2019 we offset 50%, and in 2021 we offset 100% of our total emissions from travel.

By 2025, we pledge to be carbon neutral across all of our business activities. We offset our travel emissions with our partners at Cotap.org.

A graphic with a black background and a green horizontal band. On the left, a circular inset shows a potted plant. The green band contains the COTAP logo and the text 'COTAP EMISSIONS OFFSET'. Below the band, the text '18.76 metrics tonnes of carbon dioxide equivalent (CO2e)' is displayed next to the word 'OFFSET BY' and the AGRITECTURE CONSULTING logo.

 COTAP EMISSIONS OFFSET

18.76 metrics tonnes of carbon dioxide equivalent (CO₂e) **OFFSET BY**  AGRITECTURE CONSULTING

About offsetting emissions via COTAP:
COTAP counteracts carbon emissions through certified forestry projects in least-developed regions which create transparent, accountable, and life-changing earnings for rural farming communities where income levels are less than \$2 per day.



AGRITECTURE
CONSULTING

IMPACT PROJECTS OF 2021

—GOLDENEYE—



ABOUT THE CLIENT

GoldenEye operates a luxury hotel resort overlooking the Caribbean Sea. Chris Blackwell's philosophy of providing an experience immersed in the environment itself as opposed to being sealed off from it continues to resonate throughout the resort today.

PROJECT DETAILS

Location:
Oracabessa, Jamaica

Services Provided:
Education & Workshops,
Sustainability Assessment,
& Long-Term Planning



ABOUT THE PROJECT

Agritecture worked with luxury resort, GoldenEye, to educate the team on sustainability in the hospitality sector, as well as assess and implement a resort-wide sustainability strategy. Agritecture audited internal processes across the resort's water usage, energy usage, waste, food, community engagement, and leadership. Agritecture developed GoldenEye's first annual impact report to be shared with resort guests and stakeholders.

—GOLDENEYE—



COMPREHENSIVE STRATEGY

For each of the six impact categories, Agritecture worked with GoldenEye to:

- Calculate baseline numbers based on internal data such as utility and other operational bills
- Set a goal to tip the needle towards more sustainable impact for each category
- Devise a main strategy with key actions and next steps to meet the goal
- Develop additional short and long-term strategies to supplement the main strategy



INTEGRATING SUSTAINABILITY

To further integrate sustainability into GoldenEye operations, Agritecture worked with the leadership team to set relevant sustainability-related key performance indicators (KPIs) for different staffing departments.

COMMUNICATING SUSTAINABILITY

Along with devising a comprehensive sustainability strategy, Agritecture also worked with GoldenEye to develop a public-facing impact report and sustainability webpage mock-up to tell the story of the resort's sustainability journey.

—FOCUS POINTS FAMILY RESOURCE CENTER—



ABOUT THE CLIENT

The overall mission of this organization is to serve families' needs by connecting them to resources that help them succeed. They do this by offering a series of programs around workforce development and social enterprise.

PROJECT DETAILS

Location:
Denver, Colorado

Services Provided:
Education & Workshop services



ABOUT THE PROJECT

Agritecture is currently working with Focus Points Family Resource Center, a group that facilitates a paid “earn-while-you-learn” program for immigrant families in their community in Denver, Colorado. The program is called Huerta Urbana and its mission is to support healthy growth, earning, and learning. In short, these families get paid to learn how to build their own farming business. Agritecture was hired to facilitate educational workshops for a 2-year program on topics including urban agriculture overview, crop management, and business plan creation.

—FOCUS POINTS FAMILY RESOURCE CENTER—



THE WORKSHOPS

To provide a solid foundation in building a farming business, Agritecture put together a workshop series covering the following topics:

- Urban Agriculture Overview
- Building Out Your Mission and Vision
- Market Research and Crop Selection
- Crop Management Schedule Development
- SOPs and Food Safety Practices
- Business Plan Outline
- Farm Design Costs
- Business Economics
- Marketing
- Setting up an LLC & Loans



AGRITECTURE EXPERTISE

Agritecture has brought in various team members to share their expertise with the workshop participants. Some of these team members include:

- Ricky Stephens - Marketing
- Alberto Lopez - Farm Design
- Yara Nagi - Business Plan

INDUSTRY LEADERS

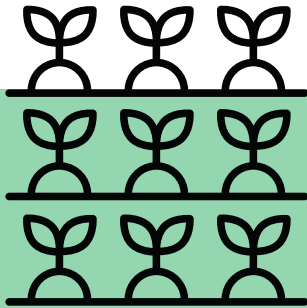
Agritecture has leveraged its global network to bring industry leaders into the workshops as guest speakers. Some of these leaders include:

- Christine Gould, Thought For Food
- Rob Laing, Farm.One
- Andrew Carter, Smallhold

COMMUNITY INITIATIVES

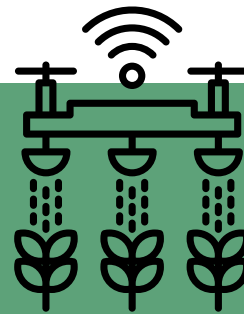
—INTRODUCTION TO EXTERNAL INITIATIVES—

In 2021, the Agritecture team volunteered 150+ hours to various community initiatives. For the past several years, Agritecture has been committed to advising and providing support to four organizations that are making great strides in urban agriculture and AgTech.



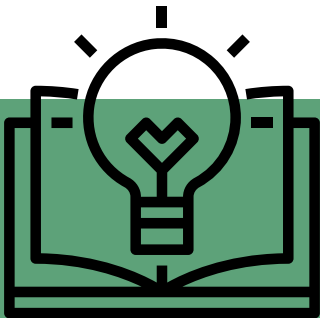
FARMS NOT ARMS

Agritecture supported this collective with the design of their multi-agricultural farm, which supports refugee populations.



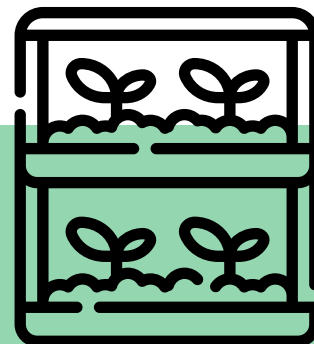
NYC AGRICULTURE COLLECTIVE

Agritecture is a founding member at this collective, and helps advise the non-profit, while also supporting events.



TEENS FOR FOOD JUSTICE

Agritecture is a founding member at this collective, and helps advise the non-profit, while also supporting events.



THOUGHT FOR FOOD

Agritecture is a promotional partner & regular co-host for events and documentaries.

— FARMS NOT ARMS —



ABOUT THE ORGANIZATION

Farms Not Arms is a collective of individuals and organizations working together to build an integrated farm model to target food insecurity, climate change, and social cohesion. Their work aims to support the growing population of refugees in Lebanon and beyond.

**TOTAL NUMBER
OF HOURS
VOLUNTEERED
IN 2021:**

6



ABOUT AGRITECTURE'S INVOLVEMENT

Agritecture's Henry Gordon-Smith and Yara Nagi are both part of the Farms Not Arms core team. Agritecture helped Farms Not Arms with a multi-agricultural farm design in Lebanon that combines regenerative agriculture with an adaptive low-tech hydroponic system that aims to bring together the host community and refugees.

—NYC AGRICULTURE COLLECTIVE—



ABOUT THE ORGANIZATION

Founded in 2014, this registered 501(c)(3) non-profit is dedicated to the promotion of progressive urban agriculture and AgTech initiatives, food equity, and education in NYC. The NYC Agriculture Collective has a vast network of partners, including leading vertical farms, non-profits, academic institutions, and urban agriculture advisory firms.

**TOTAL NUMBER
OF HOURS
VOLUNTEERED
IN 2021:**

55



ABOUT AGRITECHTURE'S INVOLVEMENT

Agritecture is a founding member, and has been involved with helping to guide the organization since inception. One of our team members, Sarah Janjua, now sits on the board and helps advise the non-profit through spearheading communications to help foster meaningful growth.

Agritecture has been instrumental in helping with NYC AgTech Week, a leading AgTech conference, every year since its inception back in 2015. For NYC AgTech Week 2021, AGR helped put together a panel of industry leaders, which was moderated by Henry Gordon-Smith. Sarah Janjua also helped plan, organize, market, and execute the event this past year.

—TEENS FOR FOOD JUSTICE—



ABOUT THE ORGANIZATION

Teens for Food Justice catalyzes a youth-led movement to end food insecurity through high-capacity, school-based hydroponic farming. The organization builds hydroponic vertical farms in schools, which are run by students and provide produce for school cafeterias, local food pantries, and student-run markets, increasing access to fresh, healthy food for low-income communities.

**TOTAL NUMBER
OF HOURS
VOLUNTEERED
IN 2021:**

70



ABOUT AGRITECTURE'S INVOLVEMENT

Agritecture's CEO, Henry Gordon-Smith, sits on the board of Teens for Food Justice, helping to advise the non-profit. In 2021, Agritecture helped the organization find and hire a new operations manager, as well as helped them communicate their mission to a wider audience through the Agritecture blog. Agritecture also assisted the non-profit with a donation of more than \$50,000 towards their Denver expansions.

—THOUGHT FOR FOOD—



ABOUT THE ORGANIZATION

Thought For Food is a non-profit organization that works with young leaders to catalyze the creation of new ideas and launch game-changing social impact startups across the globe that aim to solve the pressing challenge of how to sustainably feed 10 billion people.

**TOTAL NUMBER
OF HOURS
VOLUNTEERED
IN 2021:**

30



ABOUT AGRITECTURE'S INVOLVEMENT

Agritecture is a promotional partner for Thought For Food, and Henry Gordon-Smith is also a regular co-host for the variety of challenges that the non-profit hosts. Agritecture also helped Thought For Food with their Generation Food documentary, and continues to collaborate with the organization on events and content.



AGRITECTURE
CONSULTING

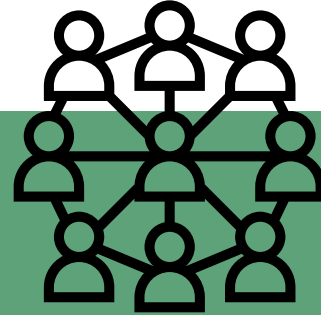
GOALS FOR 2022 & BEYOND

—WHAT WE'RE DOING WELL—



DISPELLING GREENWASHING

Showing leadership and courage to dispel greenwashing & communicate more effectively in the industry



IMPACT WORK

Actively seeking out more sustainability-related projects that will create the future of food and agriculture



SUSTAINABILITY SERVICES

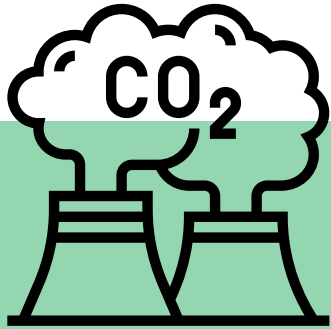
Developing consulting services related to sustainability, to help entrepreneurs make this a focus in their farms



PARTNERSHIPS

Strengthening our community partnerships to expand our community-wide impacts

—WHERE WE CAN IMPROVE—



NET POSITIVE

Setting bolder goals to transition our company-wide environmental footprint to be net-positive



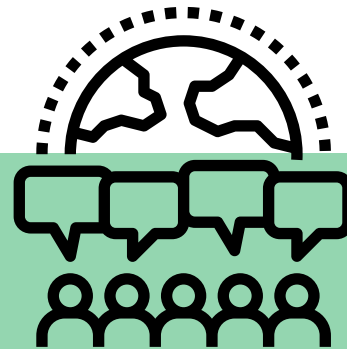
CLIENT PROJECTS

Encouraging more clients to consider more dimensions of sustainability in their operations.



DIVERSITY

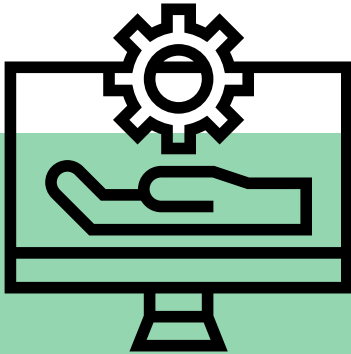
Internally as a team, we aim to improve diversity in our recruiting practices and to create a strong culture that encourages team members to live more sustainably outside of work.



MARGINALIZED COMMUNITIES

We would like to take on more projects in lower-income countries and communities to better support food-insecure and historically marginalized populations.

—GOALS FOR THE FUTURE —



SOFTWARE

Bringing sustainability data into our farm planning software, Agritecture Designer



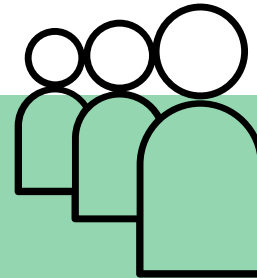
AUDITS

Doing our own sustainability audits to assess where we can improve on a regular basis



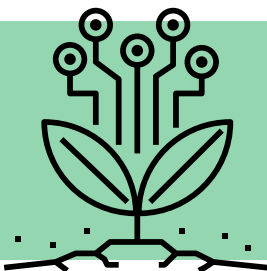
TRAVEL EMISSIONS

Offsetting our travel emissions completely by 2025, and continuing to be net-positive years after that



IMPACT PROJECTS

Taking on more impact & pro-bono projects to elevate communities in the global south



SUSTAINABLE FUTURE

Be a part of the most pioneering sustainability projects that will leapfrog mankind into a more sustainable agricultural future



AGRITECTURE
CONSULTING

Here at Agritecture, we believe that sustainability is a continuous process, and we actively strive to be part of the solution.

We recognize that we still have a ways to go, and are working hard to take sustainability to the next level both within our own internal operations and for our industry at large. This takes fostering collaboration, breaking down barriers and competitiveness, finding the right balance between humility and courage, and being honest with ourselves, our peers, and consumers.

If you have any questions or comments regarding our 2021 Impact Report, [please contact us](#).

- Agritecture Team