

PRESS RELEASE

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BUSINESS GROW BEGINS FOOD PRODUCTION FOR TOKYO FOOD BANK CUSTOMERS

TOKYO, JAPAN

[Business Grow](#), a Tokyo-based company specializing in providing professional writing, business promotion and green business/sustainability services and advice, made its second donation of fresh 'home-grown' vegetables to food bank [Second Harvest Japan](#) (2HJ) for use in its soup kitchen in January.

The road to these donations began when Business Grow director **Jonathon Walsh** rented a 3x5 m plot in a local community garden in west Tokyo in March 2011 and grew 1,600 tomatoes, 40 lettuces, 45 cucumbers and a considerable quantity of other vegetables. This success, coupled with a desire to help the environment and [boost personal self-sufficiency](#) following the earthquakes that struck Japan and Walsh's native New Zealand in 2011, inspired him to launch a rooftop garden/urban farming [business](#) to provide hands-on food growing services and sustainability-focused education and advice to [schools](#), businesses and private individuals throughout Tokyo.

In January 2012, Walsh created and launched [Grow For Good](#), a strategy that enables companies, schools and other organizations to launch or expand existing CSR activities by growing food for charities, food banks and community support organizations.

"By joining the *Grow For Good* network, individuals and businesses can not only learn how to produce healthy food on site, but they are also shown how to allocate, grow and donate a portion of the produce they grow to charities, food banks and community support organizations," Walsh says. "They can then promote these donations through traditional and social media as a corporate CSR program or community support activity. **The bottom line is that *Grow For Good* provides food on plates for people who really need it.** And the great thing is, the food providers don't even need to leave their premises to do it." Walsh aims to sign up 100 organizations by the end of 2013 to grow and donate food to those in need.

Walsh believes *Grow For Good* has the potential to not only help fight urban hunger, but also reduce pollution, slash food miles, and boost self sufficiency for all food providers.



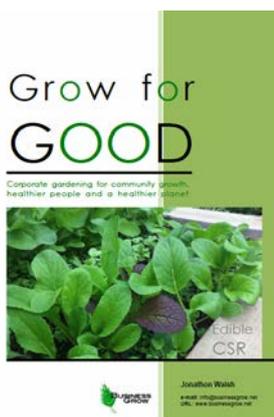
Business Grow director Jonathon Walsh delivering a bag of near-organic vegetables to 2HJ Development & Advocacy manager Sera Palmer

Vegetables for students

[Tokyo International School](#) (TIS), took on Jonathon as a Gardening Consultant in October 2012 to grow food in the school's rooftop garden, set up planter boxes around the school, and educate teachers and students in the art of growing food in the city. Jonathon sowed 13 different kinds of seeds in the rooftop garden in early October, and 6 weeks later held a 'Pick Your Lunch' event where approximately 50 students and teachers experienced picking and eating completely fresh near-organic vegetables on the school's inner city rooftop. For a progress report, click [HERE](#).

RESOURCES

- To download an **urban farming services** brochure, click [HERE](#).
- To download a **Grow For Good** Strategy document, click [HERE](#).



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