



# How to set up a **Rooftop Garden**

*– and boost profits at the same time*

How to produce fresh healthy food, improve your health, further improve your company image, and boost company profits.

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**SEE INSIDE** to find out how you can receive a **FREE standalone CSR strategy** to attract more business while helping charities, the community and the environment,

**AND receive** 259,000 yen of powerful business marketing tools, media services, reports and turnkey strategies that can help you promote your business to virtually any potential customer, obtain media publicity, control costs, help the environment, and sell more.



*Looking for a smart way to eat better, boost sales, strengthen staff bonds, increase profits and help the environment? Here's a smart way to turn your passion into action.*

## Commit to making a difference

As growing numbers of business leaders become conscious of climate change and the impact their corporate operations are having on the environment, more are realizing the benefits of not just reducing their environmental footprints but also **giving back**.

By creating a garden on your office rooftop, you can not only help your staff to eat better and produce food to share or sell to your office and local community, but you can also **make an ongoing impact** by enabling your staff to learn valuable food production skills that they can pass on to their own and future generations.

*And it's easier than you think.*

## 10 benefits of a rooftop garden

1. Enable your staff to enjoy the health benefits of "home-grown" produce and reduce intake of harmful agricultural chemicals.
2. Actively support the environment by reducing chemical use and slashing food miles.
3. Strengthen staff bonding and cohesiveness.
4. Become a role model for other businesses that may want to engage in sustainable business practices.
5. Create eye-catching news that your company can publicize through press releases, social and other media.
6. Boost food independence and increase survival chances if a major disaster strikes.
7. Staff can take their skills home and grow food for their families.
8. Giving away food to customers, clients and workers in nearby offices will not only improve your company's image but may even pave the way to future business.
9. Further improve your company's image as a Green Leader
10. Enables you to turn your desire to make a difference into real tangible results.

## Key considerations

- What are my core motivations for wanting to do this?
- What time/staff commitment will it require to set up and run it?
- Where do I start?
- What other food growing options are there?

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## How to build a rooftop garden

1. Survey your office rooftop – does it have flat areas that would be suitable for a garden?
2. Ensure that the rooftop is safe for people and that it is strong enough to support a garden.
3. Take measurements of the proposed site and create a rough garden plan.
4. Gain permission from the landlord.
5. Assign a motivated Project Leader.
6. Decide which seeds you will sow based on growing conditions, location, seasons, etc.
7. Purchase planter boxes, soil, gardening tools, seeds, etc.
8. Set up all equipment on the rooftop.
9. Sow seeds and arrange to water regularly.
10. Educate staff and create a maintenance plan.

**Business Grow offers 3 complete food growing systems** (click names to view brochures):

1. **Urban Farming Consulting and Starter Pack** – for rooftops, decks and other large spaces
2. **GroRacks** – for verandahs, decks, indoors, etc.
3. **GroBricks** – for windowsills, desks, tables, etc.

All these systems include everything you need to start growing food at the office, as well as informative brochures and guides.

There is an easier way

## How to boost profits

**Purchase either 1. or 2. above and receive:**

- ✓ **73% off the MediaSmart Pack** – containing 28 powerful marketing tools, media services, reports and turnkey strategies that can help you market your business to virtually any potential customer, obtain media publicity, control costs, help the environment, and sell more. >> For a brochure, click [HERE](#).



- ✓ A **FREE CSR strategy** valued at 75,000 yen. >> [Information](#).
- ✓ **Purchase any system and receive a Green Office Checklist – FREE.**