



PLANTAGON

**SAY HELLO
TO URBAN FARMING**



BY THE YEAR 2050, 80 percent of the world's population will live in cities. Already today we claimed 80 percent of the world's arable land.

As more and more people move to ever expanding cities, we will push farms further away from population centers. The inevitable result is longer transportation routes, increased reliance on petroleum based fertilizers, and more high intensity monoculture farming on the remaining agricultural land. And, quite soon there will be no more land.

In response to this challenge, Plantagon presents a vertical greenhouse for the urban environment.



THE OTHER
GREENHOUSE
EFFECT



AN AWARD WINNING
INNOVATION



WE NEED TO CREATE corporations built from a deep sense of responsibility for the common good. For Plantagon this means a core business that's good for society, as well as a democratic and transparent organization that is able to balance commercial success with idealistic principles. Find out more about "the Companization" at www.plantagon.com

The image is a vertical split composition. The left half shows a vibrant green leaf with a soft, natural texture. The right half shows a black leaf skeleton with a white, intricate network of veins, representing a processed or refined state of the leaf. The text is centered across the middle of the image, overlapping both halves.

BETTER FOOD
AT A BETTER PRICE

THE PLANTAGON GREENHOUSE cuts cost and environmental damage by eliminating transportation and deliver directly to consumers. The concept is simple and appealing: Fresh, ecological and cheap vegetables directly to consumers. No middle hands, no yesterday's food. The consumer will know the Plantagon difference as Greater Taste to Less Price. The society will know the Plantagon difference as More Food from Less Space.



WHY SHOULD
A TOMATO FLY?



PLANTAGON

STOCKHOLM · ONONDAGA · NEW YORK · NEW DELHI
APPLY FOR MEMBERSHIP AT WWW.PLANTAGON.COM
INFO@PLANTAGON.COM