

Additional Information on the Farmery

The Farmery
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Pop-up Airstream Opening: January 28th, 2016
Grand Opening of the Farmery: Spring 2016

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What is a Farmery?

The Farmery is a cafe and farm designed to grow and sell healthy food at the same site, to advance the farm-to-table movement to a farm-at-your-table concept. Growing food at the same site as its prepared and sold, provides a simpler consolidated food distribution system that gives its customers access to the freshest food possible by harvesting greens, gourmet mushrooms and herbs every morning for the day's customers. The Farmery facility opening at the Frontier is an indoor dining area surrounded by 4 CropBoxes (1 for gourmet mushroom cultivation and 3 for herbs & greens cultivation), stacked 2 high. The outdoor garden/recreation area located in front of the Farmery includes 3 regulation sized shuffleboard courts, artificial turf, picnic tables and a series of 'giant games' (oversized connect four, chess, etc). Food truck rodeos and other events will be scheduled regularly at the Farmery.

Menu

The Farmery's menu includes salad bowls, hot topped bowls, flatbreads, wraps, melts, soups, smoothies, and coffee drinks. Our menu theme is virtuous eating through eclectic combinations of nutrient dense superfoods, gourmet mushrooms, greens topped with proteins from meat, mushrooms, nuts or lentils.

CropBox

The CropBox is a 100% climate controlled indoor farm packaged in a customized shipping container. With over 20 sensors and devices that have the ability to be remotely controlled from a smartphone. The plants are grow in a 5 layer hydroponic system under energy efficient high power LED lights. The Crop Box is sold by Williamson Greenhouses, a greenhouse manufacturer located in Clinton, NC. The Crop Box was developed in a partnership between Williamson Greenhouses and the Farmery team. The Crop Box being sold by Williamson Greenhouses is designed to grow microgreens, herbs, lettuces and greens. The Farmery will have 3 Crop Boxes to grow herbs and greens, as well as 1 custom Crop Box designed to grow gourmet mushrooms. Crops grown in the Crop Box are grown without the use of harmful chemicals like pesticides, fungicides or herbicides.

Pre-Grand Opening Pop-up Airstream Kitchen

The Farmery team is opening a Pop-up Airstream Kitchen in front of the Frontier building from January 28th- the grand opening of the Farmery at RTP in spring 2016. The team currently

harvests crops from the CropBox they operate in North Raleigh and also from the gourmet mushroom cultivation facility they operate in downtown Raleigh.

History of the Farmery

Ben Greene originally founded the Farmery as a student project at North Carolina State's College of Design with the intention to develop a new approach to locally grown food. By the time of his thesis his alternative food system mission had taken shape as a conceptual cafe/market with an integrated farm that grows and sells food at the same site. Over the next few years he was joined by team member Tyler Nethers and they collaborated on the growing systems on nights and weekends while holding day jobs as the aquaculture research technician at NC State (Tyler) and as a product designer for a power sports company (Ben). In 2012 the team launched a kickstarter to build a seasonal 'Mini-Farmery' , located at American Tobacco Campus in Durham. In 2013, the team was invited to participate in the urban ventures startup accelerator 'Tumml' in San Francisco, who provided support and investment to understand important entrepreneurship skills such as fundraising, legal, accounting, and networking. Using the knowledge and resources gained from Tumml, they developed a partnership with Williamson Greenhouses, a pioneer in tobacco greenhouses, to bring their growing systems to market. These growing systems are now called 'CropBoxes' and Williamson Greenhouses has installed over of them across the U.S. and Canada this year. The team now looks forward to opening their first full-scale Farmery location at the Frontier building in partnership with Research Triangle Park this spring.

Team

<p>Ben Greene: CEO A veteran of Iraq raised on a farm in Western NC, and with a background in sculpture and Industrial Design. Ben founded the Farmery while pursuing his graduate studies at the College of Design at NC State in 2008, where the Farmery was his Master's thesis project. He spent the next few years working as a product designer and spending his nights and weekends developing the growing systems until focusing his efforts solely on the Farmery in 2013.</p>	<p>Mitch Orland: President & Executive Chef Before joining the Farmery, Mitch was a long time veteran of the natural food industry after working in executive positions at Earth Fare, Sunflower Market, Wild Oats and Fresh Thyme. He has opened two successful restaurants As a graduate of The National Gourmet Institute for Health and Culinary Arts, a culinary university focusing on healthy eating, Mitch brings his commitment to eating healthy as the executive chef and president of the Farmery.</p>
<p>Elizabeth Clarke: Merchandising Manager Elizabeth joined the Farmery team in 2013 while the team was still operating their 'Mini-Farmery at American Tobacco Campus. A commercial litigation lawyer by training, she now manages the merchandise at the Farmery's first location in RTP as well as starting her own calligraphy & design business, Red Clay Paper.</p>	<p>Tyler Nethers: Growing Systems Manager Tyler joined Farmery in 2012 to invest & collaborate with Ben to develop the growing systems for the Farmery. Tyler has a strong background in many types of growing food including aquaculture, organic techniques, mushroom cultivation, hydroponics and aquaponics. His experiences have brought him from growing endangered species plants on a bio reserve in Hawaii, to stormwater engineering all the way to designing NC State's current aquaponic systems in his current role as the manager of the aquaculture facilities at NC State. Tyler uses vast experience to improve the Farmery's growing systems.</p>

Jeff Curran: Finance and Business Strategy

Jeff has led the finance and business strategy for several startups since his early years at Deutsche bank and Wharton business school. Jeff decided to join the Farmery team for the mission of bringing healthy food to the masses. In addition to advising the Farmery in finance and business strategy, Jeff now works on his apparel start-up elevenpine, a manufacturer of cycling shorts that convert from form fitting to a relaxed fit.

Crystal Blaylock-Gee: Cafe Manager

Crystal joined the Farmery in December 2015 to open the Farmery's kitchen operations. Previously, she was general manger for Ada's Technical Books in Seattle, a cafe, coworking space and technical bookstore. Also a graduate of the National Gourmet Institute, Crystal manages the day to day operations of the Farmery's Cafe business with the Farmery's mission of healthy, responsibly sourced food.

Our partners:**Williamson Greenhouses**

Williamson Greenhouses, a pioneer in the introduction of hydroponic greenhouses for the tobacco industry, is a close partner with the Farmery team. The Farmery developed their growing systems over a period of 7 years from 2008-2014 and in 2014 partnered with Williamson Greenhouses to bring these growing systems to market as the CropBox. Williamson Greenhouses sells these growing systems as the CropBox growing systems and has installed over a dozen of these systems across the USA & Canada. CropBoxes have been installed as far north as a deBeer's diamond mine in northern Canada and far south as a Ritz-Carlton resort in Naples, Florida.

Research Triangle Foundation

Research Triangle Park, the world's largest research park is home to more than 200 companies and over 50,000 people with expertise in fields such as microelectronics, telecommunications, biotechnology, chemicals, pharmaceuticals and environmental sciences. Research Triangle Foundation, the managing organization of Research Triangle Park has partnered with Farmery as an investor and developer. The Farmery's opening will be the first restaurant located in Research Triangle Park since it's inception in 1959.