Target Audience

1. Urban Home Gardeners: Farmers interested in maximizing their small plots of land in urban areas to produce safe locally grown greens for their household needs and in some cases for small local markets.
2. Sustainable Living Enthusiasts: Those who care about their well being, the well being of the environment and the ability to become more independent by producing their own food.
3. Local Communities and Neighborhood Groups: Those families that may have been living in closely related Residential Parks where they may have a common garden area that is practically shared or any other group of people that may require such a company may be well suited to foster this type of gardening.
4. Agricultural and Environmental Organizations: Organizations and agencies whose mandate is on environmental conservation and the promotion of sustainable farming practices might support or sponsor programmes on land management for food sufficiency.
5. Educational Institutions: Schools, universities, or community centers that wish to implement programs with focus on useful and tangible approaches to teach people about sustainability, environment and farming.
6. Small-Scale Entrepreneurs: Specifically, farmers interested in small business opportunities within home-grown fruits and vegetables or value-added products like jams, herbs among others.
7. Health-Conscious Consumers: Those who are conscious about eating fresh foods that are not treated with chemicals may be concerned on how to grow their own foods at home.