



Launch your Microgreens Business in 5 steps Things you NEED to do!

1. Learn Microgreen industry vocabulary. This will help you develop confidence behind your product. This will give you a better understanding when you hear certain terms.

A few key terms and general definitions are:

- a. Germination
- b. Black out
- c. Dampening off
- d. Bottom water
- e. Top water

2. Market Research: There's a reason huge companies are spending time and money learning the who what and how of selling their products!

- a. Search out who your competition is
- b. What is your competition selling?
- c. What do they price their product at?
- d. How does their branding/packaging look?

3. Technique: Different strokes for different folks! Everyone grows slightly different.

- a. Figure out what works for your grow space!
- b. Experiment with different methods like hydro, soils, grow mats, coco coir etc.
- c. Once you have developed your best technique keep consistent!

4. Product Presentation: One of the most important aspects of your brand

- a. It is extremely important that you understand we eat with our eyes first! Labeling, packaging, and even the way products are placed into the packaging can directly equate/impact your sales!
- b. Sourcing quality seeds is the first step to having quality products!!

5. Sales: All other steps given so far will help with the last and most important step! Here is a cold call example when you are ready to reach out to set up a meeting.

COLD CALL

- i. You need to have the confidence and faith behind your products so that when you walk into a sales meeting your product sells itself! Quality product is key here as well!
- ii. Learn how to answer questions and direct the entire meeting.
- iii. Talk about the quality of your product, your packaging, and branding.



This is a great example for a Farmer's Market set up. There is a beautiful display of live Microgreens, informational material, pricing, information, signage, and samples!



This is a grocery store display. All items are packaged neatly and have uniform packaging that is simple but eye catching.



These are clamshells used for sampling for potential customers. For grocery stores you need your label with barcode so the store has a visual of what will be on your shelves. Restaurants only need to see name of product and weight for samples



This label is simple and easy on the eyes. Try not to clash colors! It includes social media handle, instructions, barcode, and lets customers know it is a local product!

Commercial Supply List with Links

Here you will find a comprehensive suggested supply list for commercial grows. Please note these are suggestions to help take the guesswork out of your set up.

- With a commercial grow it is suggested you have a rack (preferably metal)
- 2 lights per shelf (depending on how many shelves you will use for light phase determines quantity needed)
- 2 fans per shelf, 3 tray system (two 10 x 20 trays without holes one 10 x 20 tray with holes)
- choice of growing medium (soil, Coco coir, etc)
- choice of seed variety

(UNDERLINED ITEMS ARE CLICKABLE)

[Rack Option](#)

[Light Option](#)

Fan Options:

[USB Fan](#)

[Computer Fans \(Need to be wired\)](#)

[Quality Seed Option](#)

[Propagation Tray Option](#)

Soil Option: [Sungro Professional Grow Mix \(M830\)](#) use link to find a distributor in your area.

Packaging Options:

- [5in Clamshell](#) (grocery store size)
- [9in clamshell](#) (for Peas, wheatgrass)
- [Restaurant size clamshells](#) (larger)
- [Food safe Dry Packs](#)

Miscellaneous supplies:

- [Temperature/Humidity Monitor](#)
- [Spray Bottle](#)
- [Wheatgrass Juicer](#)
- [Food Safe Gloves](#)
- [Brita Filter](#)
- [Dehumidifier](#)
- [Delivery Bags](#) (Several size options)

Learning Opportunities and One on One Business Planning Options

[One on One Business Planning – 1 Hour Call](#)

[Growing Manual Option](#)

[Bagel Lets Grow Kit](#)

- Includes: Four Commercial 10x20 3 tray systems: 12 propagation trays totals (8 trays no holes, 4 trays with holes)
- 1lb of each of Bagel's Core 4 Seeds: Broccoli, Black Oil Sunflower, Rambo Radish, Red Russian Kale
- [Microgreen Course Manual](#) (Copyrighted document that provides step by step grow instructions, supply list, marketing materials, etc) this is an emailed link to download product. Course is emailed once payment is accepted
- Links to step by step tutorial videos included in manual

[Bagel Lets Grow Kit with Hemp Mats](#)

- Includes: Four Commercial 10x20 3 tray systems: 12 propagation trays totals (8 trays no holes, 4 trays with holes)
- 1lb of each of Bagel's Core 4 Seeds: Broccoli, Black Oil Sunflower, Rambo Radish, Red Russian Kale
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- Links to step by step tutorial videos included in manual
- Set of 10 hemp mats

[Build a Business Bundle](#)

- Includes: Four Commercial 10x20 3 tray systems: 12 propagation trays totals (8 trays no holes, 4 trays with holes)
- 1lb of each of Bagel's Core 4 Seeds: Broccoli, Black Oil Sunflower, Rambo Radish, Red Russian Kale
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- Links to step by step tutorial videos included in manual
- Two 30 minute consultation calls
- 3 months access to Bagels discord

[Build a Business Bundle with Hemp Mats](#)

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- 1lb of each of Bagel's Core 4 Seeds: Broccoli, Black Oil Sunflower, Rambo Radish, Red Russian Kale
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- **Set of 10 Hemp Mats**