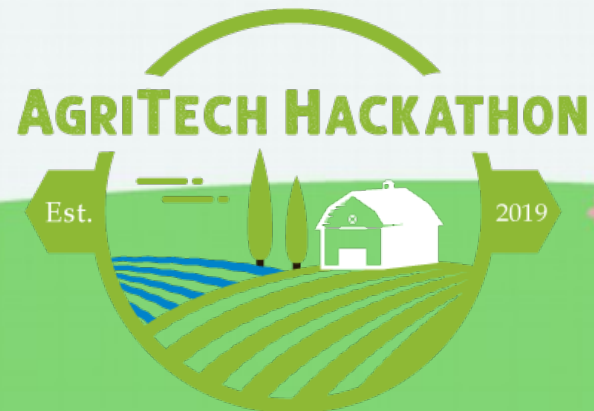




AgriCheck

Transparency Is Trust



Team 9

The Challenge

Niagara is home to over 500 acres of greenhouses; much of that in flori-culture (flower) & nursery production valued at over \$300 million per year. At a provincial level, Ontario exports \$275 million and imports another \$260 million of flowers and nursery products every year. Flowers are beautiful, but **most consumers don't know what happens inside a greenhouse, or whether the plants they buy were grown sustainability**. In recent years, water quality from greenhouses has become an increasing concern. The incoming water quality needs to be good, with no contaminants that could harm the plants. At the same time, excess/unused fertilizer can build up in the water. Some greenhouses have come under scrutiny for fertilizer-containing water being discharged into the natural environment. Many greenhouses have started recycling their water and using additional water treatment to remove leftover fertilizer.

Educating consumers about growing practices and highlighting sustainably-grown products may help encourage greenhouse growers to continue innovating and adopting better practices.

How can technology provide some solutions here?



The Challenge

The technology already exists on a commercial scale to assist with soil erosion & depletion within greenhouses.

The challenge is to give producers/greenhouses incentive to adopt these technologies and industry best practices.



Solution

Create a certification process for greenhouses and soil producers so consumers know what they are getting when they bring potted plants home.

Empower people to make informed purchasing decisions and encourage sustainable thinking.



The Approach

Connect with consumers at the retail level

Work with Garden Centres to educate the public on the impact of their purchase

Create market demand for Greenhouses and Nurseries to adopt better production practices

Identify and promote Producers already doing these best practices to drive improvement across the industry.



Ask yourself...

How did the producer grow this plant?

What is in the soil?

How will this affect my garden?



The Result

Educated consumers

Trust through the whole process

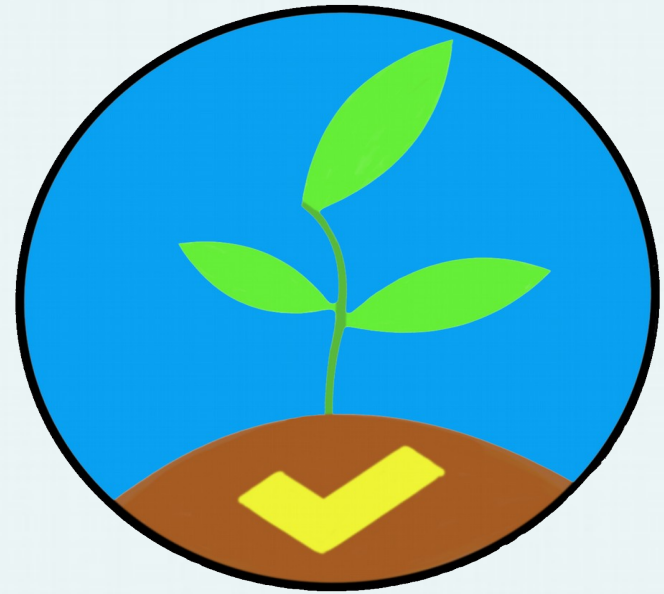
A certification to clearly show which growers are keeping up with sustainable practices.

Consumers drive Producers to better practices.



AgriCheck Certification

- Sustainability
- Process Consistency
- Fertilizer Methods
- Pest Control Methods



Future

Phase One:

- Initial local retail partnerships
- Certify local producers
- Publish Website

Phase Two:

- Put logo on packaging to signify AgriCheck level
- Link AgriCheck system to retailer websites

Phase Three:

- Link compatible products together

