

# FOR IMMEDIATE RELEASE

## Home Grown Launches Innovative Platform to Transform Urban Spaces into Sustainable Food Sources

[MUNICH, 5 OCTOBER, 2025] – **Home Grown**, a pioneering urban planning platform, today announces its launch, offering planners a powerful new tool to map, measure, and maximise the food-producing potential of city landscapes. In a world facing rising food costs, water scarcity, and climate-driven disruptions, **Home Grown** provides actionable intelligence that empowers planners to create healthier, more resilient urban neighbourhoods.

The platform integrates NASA and ESA satellite imagery with local weather data and FAO crop yield information to give urban planners a complete picture of what could grow where. By drawing polygons on an interactive map, planners can identify usable rooftops, vacant lots, and underutilized areas, quantify potential crop yields, and explore alternative design scenarios. This insight enables cities to act locally with global awareness, creating productive urban spaces that directly benefit residents.

“Cities are under unprecedented pressure from climate change and food insecurity,” said Vishnu Sunil, Project Spokesperson at **Home Grown**. “Home Grown translates complex environmental and agricultural data into practical solutions. Planners can make evidence-based decisions that improve nutrition, reduce food costs, and strengthen community resilience.”

Beyond technical calculations, **Home Grown** aims to drive a cultural shift in how citizens and planners view urban space. The platform encourages communities to see rooftops, yards, and empty lots not as static landscapes but as living systems capable of producing food, fostering social cohesion, and contributing to climate adaptation.

The scalable and data-driven design of **Home Grown** positions it as a long-term solution for sustainable urban development. Future expansions will allow integration of real-time yield tracking into regional food systems, carbon capture estimates, and other environmental metrics, further enhancing cities’ ability to produce food locally and reduce reliance on long-distance distribution.

“Home Grown is more than a tool. It is a vision for the future of cities,” said Vishnu. “We are demonstrating that data-driven urban planning can have tangible human impact. When planners, policy makers, and communities collaborate using these insights, we can reimagine urban spaces as productive, resilient, and nourishing for everyone.”

For more information, visit [website] or contact **Home Grown** PR offices.

### About **Home Grown**

**Home Grown** is an interactive urban planning platform designed to help cities map their potential for local food production. By combining global environmental data with crop yield insights, the platform enables planners to make informed decisions that foster healthier, more sustainable, and resilient neighborhoods.