

GreenThumb Urban Farms - Daily Operations Report & Demo Team Overview

Date: June 30, 2025

Time of Report: 10:00 AM BDT

Location: GreenThumb Urban Farm - [Fictional Location within Dhaka, e.g., Mirpur Farm 1]

1. Daily Operations Summary: June 29, 2025 (Previous Day's Activity)

A. Production & Harvesting:

- **Crops Harvested:**
 - **Lettuce (Butterhead):** 50 kg (equivalent to approx. 500 heads)
 - **Basil:** 15 kg
 - **Cherry Tomatoes (Microgreens):** 5 kg
 - **Kale:** 20 kg
- **Growing Cycles:**
 - **New Seedlings Planted:** 1,000 Lettuce, 300 Basil, 200 Kale (onto germination trays)
 - **Transferred to Vertical Racks:** 800 Lettuce, 250 Basil, 150 Kale (from nursery to main growing system)
- **System Maintenance:**
 - Nutrient solution levels checked and adjusted across all 5 vertical towers.
 - pH levels monitored: All towers within optimal range (5.8 - 6.2).
 - LED lighting schedule checked: All systems operational.
 - Automated watering cycles confirmed.
- **Pest & Disease Control:** Routine visual inspection conducted; no significant pests or diseases observed. Minor leaf discoloration noted on a few Kale plants, monitored for further development.

B. Packaging & Logistics:

- **Produce Packaged:**
 - 45 kg Lettuce (prepped for restaurant orders & subscriptions)
 - 14 kg Basil (for restaurants)
 - 5 kg Cherry Tomato Microgreens (for restaurant garnish & high-end subscriptions)
 - 18 kg Kale (for subscriptions & co-ops)
- **Deliveries Completed (Evening of June 29th):**
 - **Local Restaurants:** "The Urban Plate" (Lettuce, Basil, Microgreens), "Green Bistro" (Lettuce, Kale)
 - **Subscription Boxes:** 30 individual subscriber deliveries (mixed greens, herbs)
 - **Community Co-op:** "Dhaka Fresh Co-op" (bulk Kale, Lettuce)

- **Delivery Metrics:** All deliveries completed within scheduled windows. Customer feedback received (via app) was positive regarding freshness and quality.

C. Other Activities:

- Data entry for daily yield and resource consumption (water, electricity).
 - Inventory check for packaging materials and nutrient stock.
 - Brief team meeting to review the day's tasks and plan for upcoming harvests.
-

2. GreenThumb Urban Farms - Demo Team Members & Details (Excluding CEO)

Here are the details for a few key demo team members involved in daily operations:

A. Mr. Alif Khan - Farm Operations Manager

- **Role:** Oversees all daily farming activities, including planting, harvesting, system maintenance, and quality control. Manages farm staff and ensures adherence to best practices.
- **Key Responsibilities:**
 - Planning daily and weekly production schedules.
 - Monitoring crop health and environmental parameters.
 - Troubleshooting system issues.
 - Training and supervising farm technicians.
- **Experience:** 8 years in controlled environment agriculture, with a background in agricultural engineering.
- **Simulated Daily Earnings:** \$60 USD (approx. 6,900 BDT)

B. Ms. Rina Begum - Logistics & Customer Relations Coordinator

- **Role:** Manages all aspects of produce distribution, including order fulfillment, delivery scheduling, and direct communication with customers (subscribers, restaurants, co-ops). Handles customer feedback and inquiries.
- **Key Responsibilities:**
 - Coordinating with the farm team for harvest quantities.
 - Optimizing delivery routes.
 - Managing subscription database.
 - Resolving customer issues and ensuring satisfaction.
- **Experience:** 5 years in supply chain management and customer service, with a focus on perishable goods.
- **Simulated Daily Earnings:** \$45 USD (approx. 5,175 BDT)

C. Mr. Karim Sheikh - Lead Farm Technician

- **Role:** Hands-on execution of daily farm tasks, including planting, transplanting, harvesting, and routine system checks. Reports directly to the Farm Operations Manager.

- **Key Responsibilities:**
 - Careful handling of plants throughout their growth cycle.
 - Accurate measurement and mixing of nutrient solutions.
 - Maintaining cleanliness and hygiene in the grow facility.
 - Assisting with minor equipment maintenance.
- **Experience:** 3 years as a farm technician, with specific training in hydroponic systems.
- **Simulated Daily Earnings:** \$30 USD (approx. 3,450 BDT)

D. Ms. Zara Rahman - Quality Assurance & Packaging Specialist

- **Role:** Responsible for ensuring the quality of all harvested produce and overseeing the packaging process to maintain freshness and presentation.
- **Key Responsibilities:**
 - Inspecting produce for defects or damage before packaging.
 - Ensuring correct weighing and labeling of products.
 - Maintaining packaging standards and hygiene.
 - Managing packaging material inventory.
- **Experience:** 4 years in food handling and quality control, with a focus on fresh produce.
- **Simulated Daily Earnings:** \$35 USD (approx. 4,025 BDT)

3. Simulated Daily Earnings Calculation Basis (Illustrative)

The daily earnings are hypothetical and based on a simplified model for demonstration purposes. They represent a gross daily wage before any deductions (taxes, benefits, etc.).

- **Assumption:** A standard 8-hour workday.
- **Exchange Rate (Approximate):** 1 USD = 115 BDT (as of current knowledge, subject to real-time fluctuations).
- These figures are meant to be indicative of different pay scales based on responsibility and experience within a hypothetical urban farming operation.