

## FreshPlaza: Global Fresh Produce and Banana News



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### Sky vegetables plans to build greenhouses on rooftops Green technology company wins Burrill business plan contest

The greening of business is considered one of the more sustainable trends in entrepreneurship, and new ventures don't come any greener than Sky Vegetables. The company, which plans to build and operate commercial greenhouses on the rooftops of supermarkets in the United States, took the top prize in the 2008 G. Steven Burrill Business Plan Competition.



The annual competition evaluates the business plans of students in the business school at the University of Wisconsin-Madison.



Sky Vegetables took home the top prize of \$10,000 following a review of the business plans of 17 start-up companies. The company, which intends to reach the break-even point within 20 months, would operate its greenhouse as a separate entity from the supermarkets. Its business model calls for the year-round cultivation of vegetables, fruits, herbs, and flowers to transport to the stores for retail sale. According to the company, the lack of transportation, packaging, and storage costs provides the venture with a competitive advantage.

The Burrill competition has encouraged UW-Madison business students to design technology related businesses, but this year the competition was open to non-technology businesses. In addition to cash prizes, it also rewards participating companies for sustainability and short business plans.

The Nelson Institute for Environmental Studies award for sustainability (\$1,000 prize) went to Drive Alternatives, which is marketing a website combining user-generated data and mashups for the owners of vehicles using alternative fuels.

A mini prize for short business plan entry (\$250 prize) went to Parallel Kingdom. This prize is determined by an independent panel.

Judges included Pehr Anderson, acquisition advisor for Metavante; Mary Burke, former secretary of the state Department of Commerce; Erica Kauten, former director of the Wisconsin Entrepreneurs' Network; and John Neis, managing director of Venture Investors.

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#### Other news in this sector:

12/9/2008 "We can export garlic all year round"  
12/9/2008 NZ: Tomatoes dumped due to oversupply, costs

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#### Job offers

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Production Manager  
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Product Manager  
Soft Fruit Quality Controller  
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South Africa  
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Israel  
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Apples  
Lemon

#### Recent comments

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Pakistan: Punjab Govt. serious in introducing innovative drip irrigation technology to promote agri sector (2)  
Ukrainian Fruit Company leading fruit importer in Ukraine (7)  
India: Balaji Wafers aims to invest Rs 50cr to expand capacity (2)  
"We can export garlic all year round" (0)  
Two new Juran sorting systems complete successful 6-month run-in (1)  
Country tops list of world pepper exporters (1)  
South Africa's economic growth slows sharply (1)  
El Totoral: from the family to international company (1)  
The Filipino vegetable called malunggay (1)  
CEE countries boost trade fair participation in 2009 (1)

#### Top 5 - yesterday

"We can export garlic all year round"  
FDA, EPA and USDA conclude that accidental release of genetically engineered cotton poses no safety risk to humans or animals  
Nigeria: Fake tomato pastes discovered in Lagos  
Bad year for Brazilian melons  
US: Ambrosia The perfect holiday variety

#### Top 5 - last week

Russian importers interested in DNE's grapefruit  
Spain: Heart shaped cucumbers a hit in Granada  
Costa Rica: heavy rains ravage banana exports  
El Totoral: from the family to international company  
10,000 hectares of bad bananas left in Costa Rica

**Top 5 - last month**

Financial crisis seems to hit the Russian Fresh Produce importers.  
Global citrus outlook  
UK: Woolworths trouble threatens supermarket supplies  
US: Maersk decision means less cargo, jobs at West Coast Ports  
"About 95% of our production will go for export in Europe"

**Exchange rates**

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USD: 1.2838  
JPY: 118.85  
GBP: 0.87110  
AUD: 1.9596  
BRL: 3.1845  
CAD: 1.6171  
CNY: 8.8242  
NZD: 2.3730  
ZAR: 13.0851

*Euro foreign exchange reference rates  
Source: ECB*

