

Inside Urban Green

Modern methods of growing food, foliage or flowers for the millions of us who are not green thumbs

May 04, 2008

Clone This Man



This photo is from an article titled [Sky Vegetables: A Brilliant Notion](#). The brilliant notion came from the mind of 22-year-old Keith Agoada (on the left), a business student at the University of Wisconsin-Madison. Note that his major is business rather than horticulture.

His creativity helped him win a \$10,000 first prize in the G. Steven Burrill Business Plan Competition at his university. What is his plan? His idea is rooftop gardening, not for personal food production but for commercial food production on top of supermarkets. Of course, these won't be dirt gardens. They will be state of the art hydroponics units. What a simple but brilliant idea.

Sky Vegetables is the name of the company he formed along with fellow student Troy Vosseller. Their creativity has also produced one of the best websites I've found on the subject of [rooftop gardening](#). They have assembled a very impressive list of links to other websites related to the subject. Check it out. I'm sure we'll hear more about [Sky Vegetables](#) in the future.

One of the big challenges facing our modern industrial food system is the heavy reliance upon fossil fuels for the growing of crops, and the transporting of them long distances to market. An average head of lettuce travels 1500 miles before reaching the supermarket shelf, a longer distance than many of us travel on vacation. But what if our fresh produce could be grown in the supermarket, the same destination point where it eventually would be sold?

One enterprising, 22 year-old University of Wisconsin—Madison business student, Keith Agoada, came up with the idea to grow fruits and vegetables on the rooftops of supermarkets after a trip to Chicago where he witnessed first-hand community gardens feeding local area residents. Thinking back upon an earlier trip to South America where he experienced fresh produce from street vendors throughout Buenos Aires, he began thinking about how to grow food efficiently without the need for land. This led to the idea for Sky Vegetables, the creation of an urban agriculture firm that specializes in the building and managing of rooftop gardens for sale of produce to supermarkets situated directly below.

Working on his business plan for college credits, along with fellow university student Troy Vosseller together they submitted their plan into the G. Steven Burrill Business Plan Competition, an annual competition to choose the best

| start-up ideas by a panel of four judges. [More...](#)

Posted by Greenscaper Bob on May 04, 2008 at 09:29 PM in [Container Gardening](#), [Rooftop Garden](#), [Rooftop Gardening](#), [Sub-irrigated Grow Box](#), [Sub-irrigation aka self-watering](#), [Urban Agriculture](#) | [Permalink](#)

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Comments

How do I contact Keith Agoada? We have a fairly significant green roof installation business in mid-Atlantic. I would like to discuss our work and our current thinking on rooftop farming.

Kindly,
Michael Furbish

Posted by: Michael Furbish | [July 13, 2008 at 05:10 PM](#)

Take advantage of the exposure. Big dreams can use a boost.

Posted by: Socrates | [August 10, 2008 at 06:03 PM](#)