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**SKY VEGETABLES, URBAN AGRICULTURE COMPANY, HOSTS FIRST-EVER  
BUILDING-INTEGRATED SUSTAINABLE AGRICULTURE (B-ISA) SUMMIT**

*Thought Leaders Brainstorm for Green Goal of Open-Source Rooftop Farm Prototypes*

BERKELEY, Calif. (Dec. 9, 2008) – Sky Vegetables, will host a summit of industry-leading specialists from around the world at the first-ever Building-Integrated Sustainable Agriculture (B-ISA) Summit on December 12<sup>th</sup> and 13<sup>th</sup> at the Durant Hotel, in Berkeley, California. More than 15 presenters, and 30 attendees are expected at this invitation-only, two-day event, with an expressed goal of developing a draft-design of an open source rooftop farm prototype and developing a strong network of support for the B-ISA Initiative.

Experts will convene to share the best ideas and information about B-ISA systems from the diverse disciplines of architecture, structural engineering, aquaponics, controlled environment greenhouses, composting, alternative energy, automated systems, aquaculture, hydroponics, horticulture, integrated biological systems, sustainable farming, water economics, urban agriculture, and green business.

Summit hosts and co-organizers are Sky Vegetables' founder, Keith Agoada, and Technical Director, James Kalin, who introduced the concept of collaborative brainstorming for an open-source prototype for rooftop farming. Agoada is no stranger to big ideas. His brainchild Sky Vegetables business plan, to build hydroponic greenhouses on the rooftops of grocery stores, took home the top prize last year at the University of Wisconsin School of Business, where Agoada was a senior in their undergraduate program.

Agoada founded Sky Vegetables, recruited the Sky Vegetables leadership team, and in a very short time has led the movement to establish B-ISA as a solution to the global food, energy and water crises. Sky Vegetables is currently launching a pilot program in the Bay Area and is planning to have its first unit in operation for harvest by autumn of 2009.

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**SKY VEGETABLES B-ISA SUMMIT, P. 2 OF 3**

[www.skyvegetables.com](http://www.skyvegetables.com)



“A key goal of the summit is the formation of an open-source development network,” said, Kalin, who is also CEO of Virtually Green, “We will be working on creation of productive and profitable building-integrated sustainable agricultural systems, which can be widely implemented on existing, and new buildings in cities and towns around the world,” he continued.

Summit organizers anticipate that the group will work with summit presenter and Mithun principal, Sandy Mendler, AIA, to generate the precise wording of a proposed US Green Building Council’s Leadership in Energy and Environmental Design (LEED™) Credit for B-ISA systems in general, and the group’s rooftop farm design prototype in particular. USGBC’s LEED is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. Mendler is a nationally recognized design leader and advocate for sustainability.

One of the 2008 MacArthur Fellows recipients, Will Allen, will be the B-ISA summit’s keynote speaker for Saturday’s Dinner Banquet. Allen is an urban farmer who is transforming the cultivation, production, and delivery of healthy foods to underserved, urban populations through the work of his non-profit organization, Growing Power, which he directs and co-founded. In 1995, while assisting neighborhood children with a gardening project, Allen began developing the farming methods and educational programs that are now the hallmark of his programs designed to help provide access to safe and affordable fresh fruits and vegetables to improve the diets of low-income, urban populations.

For more information about the B-ISA summit, go to [www.skyvegetables.com](http://www.skyvegetables.com) or email [info@skyvegetables.com](mailto:info@skyvegetables.com). A complete list of speakers and presentations will be posted on Sky Vegetables website following the close of the conference. A simultaneous webcast previously announced has been postponed.

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### **ABOUT SKY VEGETABLES**

Sky Vegetables was conceived by founder, Keith Agoada, 22, who brainstormed his winning business plan to grow vegetables hydroponically on the rooftops of grocery stores, into a viable business after taking home the top prize of \$10,000 last April at the University of Wisconsin School of Business G. Steven Burrill Business Plan Competition.

After graduation with a degree in Management, Agoada moved to Berkeley, California, founded Sky Vegetables, recruited the Sky Vegetables leadership team, and in a very short time has led the movement to establish Building-Integrated Sustainable Architecture (B-ISA) as a solution to the global food, energy and water crises.

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**SKY VEGETABLES B-ISA SUMMIT, P. 3 OF 3**

With Sky's unique business model to meet the growing demand by consumers for affordable and fresh, nutritious and chemical-free local produce, while reducing the energy and food transportation costs normally associated with food production, Sky Vegetables is an idea whose time is ripe.

Sky Vegetables is currently launching a pilot program in the Bay Area and is planning to have its first commercial unit in operation for harvest by autumn of 2009. For more information about the B-ISA summit, or a list of presenters and topics, go to [www.skyvegetables.com](http://www.skyvegetables.com) or email [info@skyvegetables.com](mailto:info@skyvegetables.com).

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