



Raising on the Roof

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Rising energy and transportation costs are one reason there's been upward pressure on food prices. And increasing concern over “food miles” – a measure of a product’s impact on the environment, taking into account how far it must travel from production to retail – is helping to drive the growth of the local foods movement.

So, why not grow fruits and vegetables as close to the supermarket as possible – say, on the roof? That was the question asked and answered by Keith Agoada and Troy Vosseller, a senior and an MBA student, respectively, at the University of Wisconsin, Madison, who last month won their university's G. Steven Burrill Business Plan Competition for “Sky Vegetables,” a venture they hope will soon lead to their building hydroponic greenhouses on top of supermarkets around the country.