

client: AGRILYST

project: Indoor farming industry report

objective: To generate leads and establish the start-up as a thought leader in the indoor farming sector

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PROJECT DESCRIPTION

Agrilyst is a start-up that operates in the indoor farming space. Their software tracks and analyzes all farm data in one place, enabling growers to optimize plant performance and reduce operating expenses. The purpose of the report was to present insights from a survey that was sent to 150+ indoor farmers worldwide.

EXCERPT (from part 2)

Production & Operations

One of the main advantages of indoor agriculture is its higher yield compared with conventional farming. Enclosing facilities creates ideal growing environments so farmers can grow a crop from seed to harvest in less time, realize higher yields in each cycle, and repeat the harvest more times in a given year.

The average yield of conventionally grown tomatoes in 2016 was 805 cwt per acre, or 1.85 pounds per square foot, according to [USDA data](#). Greenhouse hydroponic tomato growers on the other hand, reported an average yield of 10.59 pounds per square foot.

Similarly, the average yield of conventionally grown head, leaf, and romaine lettuce is 0.69 pounds per square foot, compared with 8.71 pounds per square foot for leafy greens grown hydroponically in a greenhouse.

Indoor vertical growers reported yield of 5.45 pounds per square foot for leafy greens and container farms reported the lowest yields at 3.75 pounds per square foot for leafy greens. Indoor vertical farms can increase their overall yield by stacking additional layers and increasing their growing area as a percentage of available square footage. ([Link to full version](#)).

RESULTS

The report was featured in industry media outlets, such as [Agfundernews](#), [Agwired](#), and [Produce Grower](#). Also, Agrilyst ranks in the first three positions for “indoor farming industry.” ([link to screenshot here](#))

CLIENT TESTIMONIAL

What we appreciated the most working with Andrea were his timeliness and quality of work. The industry we're in is incredibly complex and it's difficult for outsiders to grasp concepts and immerse themselves quickly. Andrea really changed that dynamic.

We engaged with him for a pretty massive project and were held back on our end for a number of reasons. Andrea jumped right in and wrote commandingly as if he had been in the space for years. He was able to make up for the time delays and provide work to us that required very limited revisions. The final project was pretty incredible.

It was a pleasure working with him. His passion for the industry was clear from the get go and it carried through in the quality of his work. I would absolutely recommend his services to anyone.

Allison Kopf, Agrilyst founder & CEO

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