

BAREFOOT PLANSM

BUILDING AWARENESS OF GREEN AGRICULTURE FROM FARMER TO CONSUMER FOR A HEALTHY FUTURE

The Barefoot Plan works to build awareness of Village Farms' green agricultural practices every step of the way; from farmer to consumer. Using hydroponic methods, Village Farms is committed to reducing our ecological footprint. We do all this not only because it makes good business sense but because we care about a healthy future.

With our Hydroperfect[®] growing system we have become the leader in **water conservation, land preservation, Integrated Pest Management, recycling CO₂, and food safety**. We did not set out to be trendsetters but from the very beginning we did recognize that what's good for the environment is also good for business.



Water Conservation

In hydroponics plant roots are in a water based solution. Village Farms sterilizes and re-circulates the same water four times and 100% reaches the plants with no waste. Village Farms tomatoes use 86% less water compared to the average tomato grown outdoors.



Land Preservation

Village Farms uses reusable coconut fiber, not soil, to support the plants in the hydroponic solution. With hydroponics there is no soil erosion or lose of precious soil nutrients. We use less land to grow more, 20-30 times more per acre compared to growing outdoors. A fifty acre greenhouse can produce the same amount as a 1500 acre farm. We use 70% less land to grow the same amount of tomatoes grown outdoors.



Integrated Pest Management

Village Farms Integrated Pest Management (IPM) uses beneficial insects to control pests and stimulate healthy plant growth. Outdoors plants are vulnerable to bugs and disease but in a greenhouse this is much easier to control. Bumble bees keep our plants healthy by pollinating them and beneficial predator insects, like Wasps, help combat the bad bugs.



Recycling CO₂

Plants need CO₂ to grow in the process of photosynthesis. We recycle carbon dioxide (CO₂), a by-product of the very efficient heat boilers used to keep the plants warm. We pump the CO₂ back into the greenhouse instead of into the air outside. The CO₂ is converted by the plants into oxygen helping Village Farms achieve a significant reduction in our carbon emissions.



Food Safety

Village Farms maintains some of the highest food safety scores in the industry, achieving 100% during our last audit. Good Agricultural Practices (GAP) modeled after the U.S. Food & Drug Administration's Good Manufacturing Practices address important food safety issues such as, water and nutrient use, pest control, cooler operations, and harvesting practices,(including worker hygiene), packaging and storage, and transportation.