



**GoodtoChina launches SkyFarms  
ANKEN GREEN 10<sup>th</sup> March 2012  
START: 11.30AM**

GoodtoChina launches SkyFarms – a community initiative in Shanghai – a place for people to come together, learn, and grow their own fresh, local, organic food in a gorgeous and convenient setting; on a rooftop in the city. GoodtoChina, with their partners at Jiashan Market and Anken Green, aims to make it easy for city residents to succeed as urban farmers.

Shanghai, along with New York City and other global cities, is moving towards a green, healthier society. This has meant green roofs, often in the form of organic vegetable farms, on city rooftops. The benefits for the city and its residents are multifold from energy-saving to sustainability to waste reduction. It also allows city residents to grow their own healthy food without pesticides or chemical fertilizers. This has been a major incentive in New York City where 84% of consumers are concerned about food safety and are consequently looking for innovative solutions to feeding themselves and their families. Similar levels of concern are present in Shanghai. With an undeveloped rooftop policy, plenty of opportunity is available for urban residents to benefit from these unused spaces.

Owners Alexandra Chu (Anken Green) and Peter Kycelt (Melange Oasis at Jiashan Market) are collaborating with GoodtoChina to open their rooftop farms to motivated urban farmers. SkyFarms members are given an individual plot of land on which to grow organic vegetables. Membership in SkyFarms requires an up-front annual financial contribution and a commitment to work at least twice per month at the site. In exchange, SkyFarms provides a seasonal planting calendar, access to onsite farming tools, a complimentary seed packet, access to urban farming resources, and water for irrigation. A selection of seasonal seeds and seedlings can also be purchased directly from GoodtoChina.

SkyFarms will kick off the growing season with an urban farming workshop on Saturday, March 3<sup>rd</sup> at 10am at Jiashan Market and Saturday, March 10<sup>th</sup> at 10am at Anken Green. The workshop will cover best planting practices, what veggies to plant, how to benefit from your organic waste and much more.

GoodtoChina advances sustainable urban living by providing goods and services to corporations and community groups. We promote healthier lifestyles and humanistic cities through our three main areas - urban farming, cool living, and research + education.

Since 2009, GoodtoChina has been leading the city in urban farming initiatives and has installed five rooftop urban farms in Shanghai. The Urban Farming program will be expanded next month with the launch of GoodtoChina's Corporate Engagement Program offering Urban Farming Team-building workshops for corporations.

For more information about SkyFarms and GoodtoChina contact:

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