

TURNING PARKING LOTS INTO BLOOMING FARMS-VERTICAL FIELD'S URBAN FARM PROVIDES FRESH, PESTICIDE-FREE GREENS 365 DAYS A YR

WALL-TO-FORK FRESH PRODUCE COMES TO MONSEY, NEW YORK'S EVERGREEN MARKET OFFERING FRESHEST GREENS GROWN ON SITE

MONSEY, NEW YORK, UNITED STATES, September 9, 2020 /EINPresswire.com/ -- The world of freshly harvested greens and herbs is looking up – literally – in Monsey, NY. The iconic Evergreen Market is debuting a revolutionary 20-foot high geponic (soil-based) wall farm that lets customers not only choose clean, fresh-picked produce but also see exactly where it comes from.

The pesticide-free lettuce, kale, arugula, basil, and cilantro from Evergreen's on-site farm are sold at competitive prices in individual pots, making the "buying local" experience more convenient than ever. Pesticide-free and grown in soil that is never exposed to bugs, all products are Star-K Kosher Certified for purity.

"We are gratified to be the first kosher supermarket in the country to introduce the Vertical farm," said Malki Levine of Evergreen. "Our customers are very much looking forward to buying fresh produce that is grown in our own backyard rather than being transported on long hauls from farms across the country. They will also appreciate the significantly reduced level of infestation, a major concern of kosher consumers."

Shoppers can visit the thriving vertical farm when they visit the store. The state-of-the-art system features a controlled, sterile environment with soil beds containing a proprietary mix of minerals and nutrients. Advanced sensors constantly monitor, irrigate, and fertilize the crops throughout every growth stage.

Evergreen's wall farm is the latest installation from [Vertical Field \(www.verticalfield.com\)](http://www.verticalfield.com), an Israeli ag-tech company that produces innovative vertical agricultural solutions that help the environment, improve human health conditions, and make fresh, delicious produce available all year round.

Geponic (soil-based) vertical farming yields a new crop every few days, ensuring that fresh

greens and herbs will always be in season in Monsey. The sustainable and eco-friendly method produces cleaner, healthier, tastier veggies than those shipped from miles away. And, reduced soil-to-plate time means a longer shelf life and fewer hands involved – a welcome benefit in the age of Covid-19.

“We are extremely excited with the partnership with Evergreen,” said Guy Elitzur, the CEO of Vertical Field. “They are precisely the type of supermarket that has the right customer base and will successfully integrate the latest technological advances in geponic farming.”

About Vertical Field: Vertical Field is a leading ag-tech provider of vertical farming and active landscaping solutions for urban environments and smart cities. The company is operated by professionals, agronomists, researchers, and a multi-disciplinary team, enabling the development of smart plant-based solutions that combine the best of design and manufacturing, smart computerized monitoring, soil-based technology, water and lighting technology and more. Vertical Field delivers next-generation vertical farming systems for a global clientele, including Facebook, Intel, Apple, Isrotel, Microsoft, and many more.

About Evergreen: Located in Town Square in the heart of Monsey, NY, Evergreen is 30,000 square feet of grocery, butcher, bakery, health food, fish, produce, sushi, full service deli & prepared foods. The store provides wide aisles, huge product selection & competitive prices. Evergreen is a shopping destination that combines the friendliness of a neighborhood grocery with the value and convenience of a state-of-the-art specialty supermarket. Evergreen also has a similar store in Lakewood, NJ and will soon be opening its third major market in Pomona NY.

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