



# Urban farming, sustainability & survival training & resources

How can we help *you*  
change the future?



**URBAN FARMING**

**SUSTAINABILITY**

**DISASTER PREPARATION + SURVIVAL SKILLS**

Training programs

Seminars, lectures, workshops

Resource packages

**FOR FAMILIES**

**SCHOOLS**

**BUSINESSES**

**CLUBS & GROUPS**

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BUSINESS GROW - Installer of the [organic garden](#) at the Grand Hyatt Tokyo

# Business Grow

*Thanks for opening this brochure!*

Business Grow is a Tokyo-based sustainability consultancy focused on building sources of healthy, fresh food in cities, and training people to live more sustainable and resilient lifestyles.

Utilizing its successful track record of teaching 750+ people, Business Grow takes the simple art of gardening to a new level by providing urban farming, sustainability and disaster preparation training courses, workshops, seminars and lectures.

With a local focus and global reach, enthusiastic and dedicated consultants provide customized garden consulting, installation and maintenance services backed by extensive resources to enable families, schools, offices, hotels, and other businesses to enjoy fresh food in the heart of the city.

Business Grow also promotes a range of CSR, community support and on-site urban farming and sustainability programs to assist individuals, families and companies to reduce their environmental footprints, boost self-sufficiency and protect the environment.

*We look forward to partnering with you to build a better world!*

*Great fun*

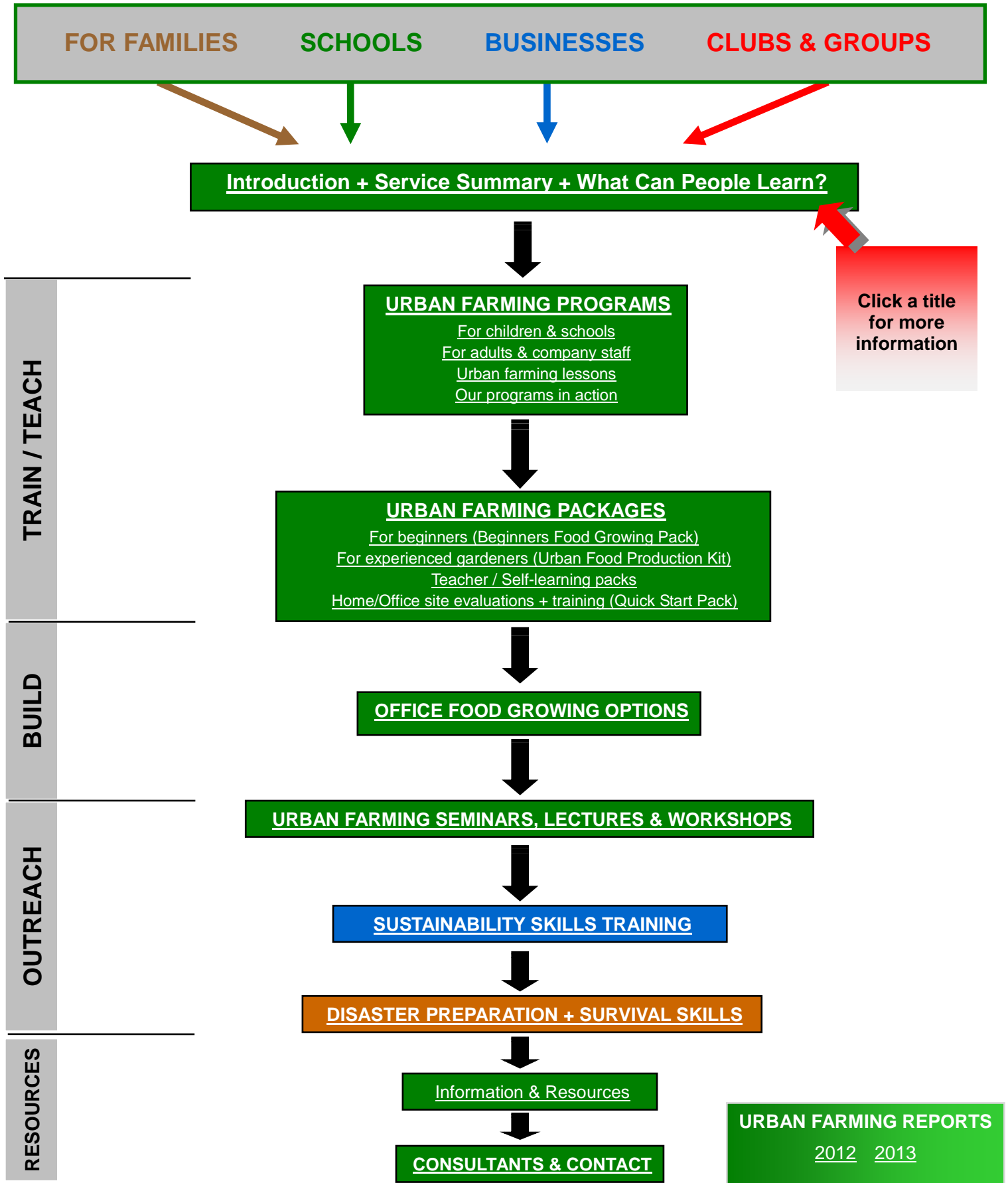


*Healthy people*

*Great taste*

*Healthy planet*

# Navigation



# Introduction

## It's never been easier to learn valuable Japan-specific gardening, sustainability and survival skills in English!

Growing your own food and living more sustainably in the city is easy, cheap and fun, but it's even better knowing that the food you produce and the actions you take will lead to better health, a safer environment, and a more sustainable future for all.

After teaching over 750 people how to grow fantastic food and live more sustainably since 2012, sustainability consultant **Jon Walsh** and his team offer practical, hands-on training, seminars and workshops in:

Urban farming

Sustainability / recycling / re-purposing

Disaster preparation & survival skills

## What can people learn?

- ✓ **How to grow real, healthy food** – Learn key skills that will enable you to grow a wide range of fresh, tasty, no-spray **vegetables and herbs** at your home, school and/or workplace in 3-4 weeks
- ✓ **Skills for life** – that can be taught to families and passed down to future generations
- ✓ **How to grow food** on balconies, walls, fences and gates, in pots, planter boxes, buckets, raised, chain and suspended gardens, and more
- ✓ **How to reduce your intake of toxic chemicals**
- ✓ **Essential Japanese vocabulary** that will make buying gardening equipment a breeze
- ✓ **How to boost food independence** and increase survival chances if a major disaster strikes
- ✓ **How to help the community** by donating food you grow to food banks > [Press release](#)
- ✓ **How to slash food miles and reduce pollution**
- ✓ **How to reduce rubbish and energy use**
- ✓ **How to boost personal, family and group self-sufficiency**
- ✓ **How to prepare before and survive after natural disasters**
- ✓ **Practical ways to utilize sustainable strategies** to strengthen communities and help others.

## Services

[Business Grow](#)'s primary focus is teaching people of all experience levels how to grow **healthy, no-spray food** where they live and work. Students can learn skills that will not only help them **grow real food**, but also boost self-sufficiency, improve survival skills, and protect the environment. **With a record of success working with teachers, parents, professionals and students, we offer:**

### Urban farming training

We provide hands-on [urban farming/gardening training](#) that enables people to get actively involved in the entire food production cycle from sowing seeds and tending vegetables to [harvesting, eating](#) and [sharing food](#) in the city.

→ [More info & see P4](#)

### Garden building & maintenance

Need a garden to provide healthy food, a CSR program, and/or to boost environmental awareness? We can set up and manage vibrant gardens for you as well as provide comprehensive advice, instruction and hands-on seed-to-salad gardening services to quickly create food growing spaces for you on rooftops, around and inside buildings, and produce delicious, healthy food.

→ [Grand Hyatt Tokyo garden](#) → [More information](#)

### Education, resources & programs

We provide a comprehensive range of informative how-to [guides, articles, food growing kits, programs, seminars, lectures, workshops](#) and other resources that can equip customers with the necessary information to [grow food on site](#), launch [food-based CSR programs](#), [support the community](#) and help the environment.

→ [More information and see p4-7](#)

### Sustainability training & resources

Our [sustainability training program](#), comprised of training, informative [articles](#) and other resources, helps people kick the junk habit, reduce their environmental footprints and live more environmentally-friendly lifestyles.

→ [More info & see p8](#)

### Disaster preparation & survival skills

Learn how to prepare for and [survive natural disasters](#) using tips and strategies from people who have. → [See p9](#)

# Urban farming programs

Teaching people how to grow fantastic food in the city – for life!

## For children & schools

Our comprehensive [urban farming programs](#) have been tailor-made for students of all ages and teach them everything they need to know to grow healthy nutritious food at school on rooftops, walls, fences, gates and more. Students acquire key knowledge and skills to help them grow a wide range of vegetables and herbs in just 3-4 weeks, reduce intake of poisonous agricultural chemicals, and [grow food on virtually any sunlit space](#).

This training can equip students and their families with important food production skills for life, and be passed down to future generations.

- [Beginners urban farming lessons](#)
- [Advanced urban farming lessons](#)

## Our programs in action



## For adults & company staff

**See above** + we can teach all levels of office and organization staff how to grow fresh, healthy food at homes and workplaces within Tokyo.

Lessons can be [customized](#) to suit requirements, and focus on utilizing available on-site space to grow fantastic food. Why not launch a [CSR](#) or [community support program](#) and grow food for staff, visitors and events, or host a [seminar](#), [lecture](#) or [workshop](#)?

- [Customized food growing courses](#)
- [Office food growing solutions](#)



## Urban farming lessons

1. [How to grow vegetables from seeds](#)
2. [How to transplant seedlings](#)
3. [Vertical gardening](#)
4. How to create balcony and raised gardens
5. [How to grow food without soil](#)
6. [How to collect rainwater](#)
7. Eco-friendly ways to start seeds
8. [How to build DIY greenhouses](#)
9. [Recycling food/water, making compost](#)
10. [How to build a PET bottle fence garden](#)
11. [Hydroponics and self-watering containers](#)
12. [Natural pest control methods](#)
13. Basic hydroponics and self-watering planters
14. How to build pipe and [gutter](#) gardens
15. [Recovery from disaster](#), and more.



Hands-on training to produce fantastic food!

# Urban farming seminars, lectures and workshops

Urban farming, sustainability and survival skills [programs](#), [seminars](#), [lectures](#) and [workshops](#) are a great way to enable students, staff and families to learn key life skills that provide significant physical, mental and social benefits.

Business Grow can run [lectures](#), [seminars](#), [workshops](#), customized short courses and [team-building programs](#) at offices, workplaces and clubs throughout Tokyo.

**Ideas for presentations are listed below.**

## Schools/universities

How urban farming supports student health, sustainable communities, and a sustainable world.

## Businesses

How urban farming can produce fresh, tasty, food on-site for staff lunches, functions and visitors, improve staff health, strengthen staff bonds, promote positive mental health, and form the basis of a food-focused [CSR strategy](#).

## Clubs/Special interest groups

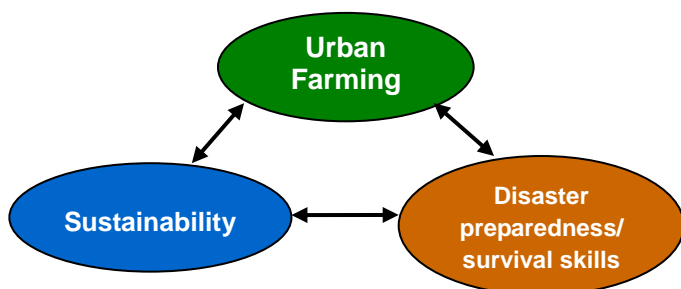
How urban farming can impact health, support the community, reduce food costs, etc.

## Families

How urban farming supports good health, combats allergies, saves money, teaches children, boosts self sufficiency, etc.

## How this all fits together

Urban farming, [sustainability](#) and disaster preparedness & [survival skills](#) are 3 closely related areas that naturally fit together. Growing food is a key survival skill/strategy, and sustainability supports the other two areas.



[Pechakucha Tokyo](#) urban farming presentation > [More](#)



[Social Innovation Japan](#) urban farming workshop > [More](#)



[Hackerfarm](#) urban farming workshop > [More](#)



Lakeland Japan University urban farming lecture > [More](#)

# Urban farming packages

Want to learn at your own pace? Here's how.....

Part of the proceeds support [Second Harvest Japan](#) food bank.



## Beginners Food Growing Pack

Learn food growing basics – for life!

This pack contains everything beginner gardeners need to get started, including practical food-growing guides, key advice, useful tips and fundamental information – in fact everything you need to know to start growing fresh, healthy, great-tasting, no-spray food in the city.

Value: ¥20,500  
Special price: ¥9,995



[Download brochure](#)

## Urban Food Production Kit – for experienced gardeners

Reinforce your skills with the ‘ultimate’ guide to growing fantastic food

- **Learn how to successfully grow** fresh, tasty, ‘no-spray’ vegetables, herbs and sprouts where you live and/or work
- **Learn for life** – Equip yourself and your family with important food production skills that can be used for life, and passed down to future generations
- **Improve your health** – Reduce your family's intake of toxic agricultural chemicals.

**CONTAINS:**

- Comprehensive 23-page [urban farming manual](#)
- 37 exclusive how-to guides and reports
- Basic/advanced urban farming guidance, tips & resources
- 10 urban farming [self-learning packs](#)
- Exclusive Japanese language support, and much more.

Value: ¥153,000  
Special price: ¥49,995



[Download brochure](#)

## Teacher / Self-Learning Packs

[Teacher / Self-learning Packs](#) are a range of 10 teaching/self-learning guides that enable even inexperienced gardeners to grow food sustainably, boost self-sufficiency and help the planet. Each pack contains a detailed off-the-shelf lesson plan that equips teachers and parents to teach one of 10 urban farming lessons.



[Download brochure](#)

## Urban Farming Quick Start Pack

Most popular

Want to find out what kinds of healthy food you can grow at home in Tokyo, and get the skills, information and equipment you need to do it? Here's how to do it quickly and easily. The [Urban Farming Quick Start Pack](#) is the easiest way to learn about and start growing your own fresh and healthy food in the city. Especially created for English speakers in Japan, this pack provides:

1. **Home site evaluation** [Tokyo only] – receive an evaluation of what plants you can grow where at your home, that takes into account location, available sunlight, season, etc.
2. **1 x gardening lesson:** Choose any 1 lesson from 10
3. **Beginners Food Growing Pack** – Everything you need to know to start growing fresh, healthy, great tasting food in the city, special discounts, and more.



[Download brochure](#)

# Office food growing options

## Grow fantastic food at work!

**Imagine**.....during a busy day at work, being able to go to your building rooftop and find a lush, green, fragrant garden full of flowers, vegetables and herbs where you could relax, pick healthy food for your lunch, and mix and mingle with others in the building. It's possible!

Our [food growing kits](#) and **garden setup service** enable customers to grow food on virtually any sunlit area. And if you don't know how to grow food, we provide all necessary [hands-on instruction](#), [garden installation](#), ongoing support, and a highly practical [education program](#) that will turn customers into urban gardeners within weeks. **Business Grow can:**

- Set up [vibrant gardens](#) inside offices and on rooftops, balconies, decks, walls, fences and other vacant areas (depends on sunlight and other conditions)
- Manage gardens and grow food for you
- Provide on-site [food production training](#), [workshops](#) and [team-building sessions](#)
- Show you how to grow 30-40 herbs and vegetables – in the city
- Help you grow and [donate food](#) as part of a [food-focused CSR program](#).



## Benefits

### Having an on-site garden can:

- Enable staff to learn how to grow extremely fresh, tasty, “no-spray” food on-site
- Produce real food for staff lunches, functions, visitors, etc.
- Improve the health of staff by reducing their intake of toxic agricultural chemicals
- Strengthen staff bonds and promote positive physical and mental health
- Boldly demonstrate your company's commitment to the environment
- Support the community and environment (see [food donation press release](#))
- Boost food independence and increase survival chances if a major disaster strikes
- Slash food miles and help reduce pollution.

## SUCCESSFUL GARDEN INSTALLATIONS

[Grand Hyatt Tokyo](#)  
[Tokyo Children's Garden](#)  
[Tokyo office rooftop garden](#)

## Urban farming services & training

### We provide a full range of seed-to-plate gardening services:

- Equipment and purchasing advice, guided shopping tours (Tokyo only)
- [Garden installation](#), ongoing maintenance and advice
- Soil preparation and seed sowing
- Plant maintenance, watering and harvesting advice
- Gardening/seed sowing demonstrations, event planning
- Urban farming, sustainability and survival skills [programs](#), [seminars](#), [lectures](#) and [workshops](#)
- [Fast Food Growing Sessions](#) – On-site food growing workshops and consulting →
- [Urban Farming Quick Start Pack](#) – On-site food growing + lesson + resource pack



[Download brochure](#)



# Sustainability training

## Sustainability program

Our consumer lifestyles produce a mountain of waste, but with some smart tips to reduce, reuse and recycle, students will learn the basics of how [bartering](#), [time banking](#), [building sustainable cities](#), and day trading (sharing tools and home/office equipment) can slash costs for products and services, lead to new friendships, and help the environment. Converting excess and unwanted goods into valued resources has never been so easy.

Our **sustainability program** teaches students practical methods, concepts and ideas that can be put into action immediately to reduce rubbish and energy use, boost self-sufficiency, strengthen communities, help others, and protect the environment.

→ [More info](#)



## Sustainability lessons

The following sustainability lessons – and more – can be created and taught to meet requirements:

1. [Bartering](#)
2. [Time banking](#)
3. [Making every city sustainable](#)
4. [What happened?](#) – consumable products: then & now
5. Carbon footprints
6. Creating eco-friendly classrooms/offices
7. Package-free shopping
8. Pressures on the Earth
9. Day trading/sharing resources
10. Quality of life and sustainability, and more.



## What can people learn?

- ✓ Practical sustainability-related methods and ideas
- ✓ How to reduce rubbish and energy use
- ✓ How to boost personal, family and group self-sufficiency
- ✓ How to take steps to live more planet-friendly lifestyles
- ✓ Practical ways to utilize sustainable strategies to strengthen communities and help others
- ✓ How to create, launch and manage an inter-class/office Sustainability Challenge, which can be expanded organization-wide
- ✓ Local and global sustainability issues, and more.



# Disaster preparation & survival training

Prepare now, before it's too late

## Disaster preparation workshop

Being impacted by a large natural disaster can change everything and turn priorities, careers and lives upside-down. Business Grow's **disaster preparation workshop** shows people exactly what they need to prepare prior to a major natural disaster in both the home and workplace.

### Find out:

- What to store in an emergency bag
- How to compile essential earthquake supplies
- How to store and manage vital information and documents
- Essential phone numbers, Japanese phrases & strategies
- How to secure household items, and more.

**Natural Disaster Survival Strategy**

Q: How long could you survive after a natural disaster?

See Survival Kit overleaf

Being impacted by a large natural disaster can change everything and turn lives, careers and priorities upside-down. While other survival guides tend to focus on short term solutions, this guide – compiled by sustainability consultant Jon Walsh – combines basic survival and sustainability skills with proven urban farming know-how to help ensure long-term survival.

**BE PI**

**Know how to get home**

It's important to know how to get home: Use a map and try walking home to familiarize yourself with the route.

**STORE CRITICAL SUP**

	FOOD
STORE	● Essential food sup (see p87-93 <a href="#">here</a> )
STORE	● Grow your own fo seeds, soil, planti containers, sol...

## BEFORE THE QUAKE

## Survival skills training

Learn how to prepare for and survive natural disasters using tips and strategies from people who have.

### Find out:

- How to prepare yourself and your family for a disaster
- The one crucial item missing from many survival kits
- How to protect yourself during a disaster
- How to convert trash and basic kitchen items into eating utensils, cups, slings, splints, and more
- How to make plates and more out of cardboard cartons and plastic bottles
- How to grow food and capture 'grey' water and rain water
- **And more.**

## AFTER



## Workshops in action

[Recovery From Disaster lesson](#)

[Urban Farming + Survival Skills workshop](#)



Broken arm?  
Support it with a simple plastic shopping bag with a slit cut down one side.

# Information & resources



## About Business Grow

**Business Grow** is an innovative Tokyo-based company specializing in providing [urban farming](#) and [sustainability](#) services and advice including:

- Garden design, consulting, [installation](#) and maintenance
- Urban farming/gardening training
- Gardening [demos](#), [food growing kits](#)
- Sustainability-focused education, resources and [training programs](#)
- Disaster preparation & survival training
- Business sustainability consulting.

## How can we help you?

### Urban farming services

#### We also.....

Carry out home and office-based training and garden installation

- [Urban farming concierge](#)
- [Office Pack](#)

Provide urban farming self-learning packs

[Self-learning packs](#)

Demonstrate how to grow food in the city

[Food growing demonstrations](#)

## Our work record

- [Grand Hyatt Tokyo hotel garden installation](#)
- [Tokyo Children's Garden garden installation report](#)
- [Tokyo office rooftop garden build](#)
- [Urban farming + survival skills workshop](#)
- [2016 urban farming progress report](#) – see how Jon worked with students to create edible gardens at Tokyo International School
- [2013 school urban farming report Rooftop harvest](#)
- [2012 school urban farming report](#)
- [Urban farming lessons – Beginners](#)
- [Urban farming lessons – Advanced](#)
- [Sustainability lessons](#).

## Resources

### General

- [Urban Farming Service Summary brochure](#)
- [Urban farming dashboard](#) – All Business Grow's highly practical urban farming resources
- [Urban Food Production Kit](#) – The 'ultimate' guide to growing fantastic food in the city
- [Beginners Food Growing Pack](#)
- [Urban farming concierge service](#) – Customized on-site and remote food growing consulting services
- [Urban farming self-learning packs](#) – 10 off-the-shelf lessons for parents and teachers

### Schools

- [Urban Farming & Sustainability Consulting brochure](#)
- [School sustainability strategy](#)

### Businesses, organizations

- [Office food growing solutions](#)
- [Grow For Good community support/CSR strategy](#)
- [Urban gardening services](#) – (Tokyo only) [Hotel Gardens](#)
- [Corporate sustainability strategy](#)

## In the media

[Japan Times](#)      [Metropolis magazine](#)  
[Tokyo American Club magazine](#)      [Japan Today.com](#)

# Consultants & Contact

*Passionate about good food, good health and a sustainable planet*



**Jon Walsh** has 7 years' experience as a Tokyo-based urban farming/sustainability consultant and instructor. He has taught key food production skills to 750+ students, teachers, parents, and business people, and grown thousands of tomatoes and cucumbers, hundreds of lettuces and large quantities of other no-spray vegetables and herbs in community gardens in Tokyo.

Jon has been featured in [The Japan Times](#), [Metropolis](#), [Japan Today](#), [Tokyo American Club](#) and other media, managed and helped build a garden at the [Grand Hyatt Tokyo](#), has taught urban farming at [Tokyo International School](#), Tokyo American Club [\[article\]](#), [Tokyo Children's Garden](#), U.S. Embassy housing compound, and British School of Tokyo, and is having a series of urban farming articles published in [Eye-Ai](#) magazine and other media.

For more  
information,  
contact

Jon Walsh,  
sustainability consultant  
e: [info@businessgrow.net](mailto:info@businessgrow.net)



**Grant Munro** believes that the areas of urban farming, sustainability awareness and disaster preparedness are subjects that are of concern to everyone. He is aware of the importance of getting more people to understand the enjoyment and relative simplicity of how to produce their own food while making sensible preparations to ensure better outcomes in times of disaster and emergency.

Helping people and organizations to help themselves through growing their own chemical-free produce is key to promoting greater sustainability locally and globally. Driven by these aims, Grant has been a supporter and advisor on various incentives and projects with Business Grow since 2014.

**Interested in becoming an urban farming consultant**

and creating a profitable business that not only supports good health but also helps create a healthy and sustainable planet?

Download your free guide – click [here](#)

