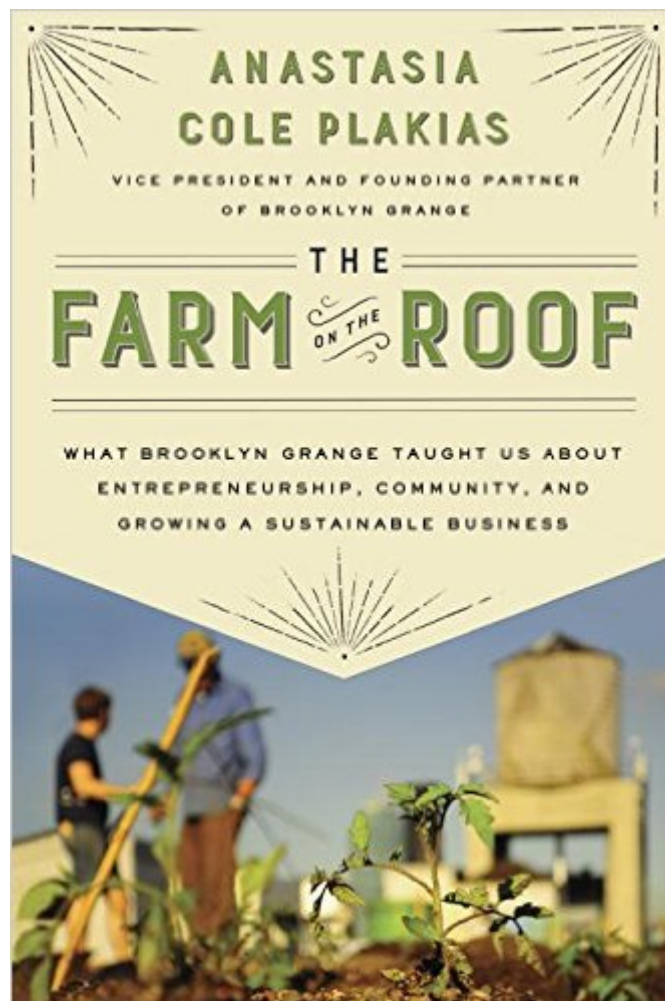


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The Farm On The Roof: What Brooklyn Grange Taught Us About Entrepreneurship, Community, And Growing A Sustainable Business



Synopsis

The founders of Brooklyn Grange, the world's largest green rooftop farm, share their inspirational story of changing the world through entrepreneurship. In their effort to build the world's first and largest commercial green rooftop farm, the founders of Brooklyn Grange learned a lot about building and sustaining a business while never losing sight of their mission "to serve their community by providing delicious organic food and changing the way people think about what they eat. But their story is about more than just farming. It serves as an inspirational and instructional guide for anyone looking to start a business that is successful while making a positive impact. In *The Farm on the Roof*, the team behind Brooklyn Grange tell the complete story of how their "family" made their dream a reality. Along the way, they share valuable lessons about finding the right partners, seeking funding, expanding, and identifying potential sources of revenue without compromising your core values "lessons any socially conscious entrepreneur can apply toward his or her own venture. Filled with colorful anecdotes about the ups and downs of farming in the middle of New York City, this story is not just about rooftop farming; it's about utilizing whatever resources you have to turn your backyard idea into a sky-high success.

Book Information

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Customer Reviews

"The Farm on the Roof" by Anastasia Cole Plakias is one of the most compelling, original and thought-provoking business books I've ever read. Ms. Plakias is a talented writer who also happens to be a founder and vice president of Brooklyn Grange Rooftop Farm. Offering fantastic insights into business, life and community, this outstanding book will interest everyone who believes a

sustainable future is possible. Ms. Plakias lovingly tells the story of BGRF and the people who made it happen. The author was one of a handful of like-minded Millennials who craved more than mental labors. The onset of the Great Recession, which revealed the immorality of finance capitalism, compelled her and a coterie of fellow New Yorkers to try their hands at a more authentic kind of work offering more than financial reward. As the author introduces us to the remarkable individuals who turned vision into reality, we can not but gain admiration for the intelligence, determination and spirit of everyone involved in the venture. However, Ms. Plakias understands perfectly well that bottom-line profitability is crucial. On that point, it was interesting to see how BGRF used data to negotiate contracts and plan their growing strategies in a way that maximized revenues. Of course, locating the farm on a roof top in NYC allows the enterprise to market produce to local restaurants and other specialty end users who are willing to pay above-market rates for privileged access to fresh, healthy and tasty organic foods. Ms. Plakias goes on to talk about a number of related issues that should interest business and general interest readers alike. She discusses the importance of selecting partners who understand the value-add of the business to their own.

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