

Growing With ReNu Terra: Candid Feedback From Southeast Asian-based Indoor Farm

This series delves into the real-life experiences of indoor growers who have adopted our ReNu Terra mats, offering transparent insights into their journeys. Each installment candidly explores the outcomes, both positive and challenging, encountered by our indoor growing customers. From discussing the reasons behind the switch to ReNu Terra, whether driven by environmental concerns, sustainability goals, or curiosity about innovative farming methods, to evaluating its performance against expectations, including yield optimization and crop quality enhancement, the series leaves no stone unturned.

By sharing firsthand accounts, our goal is for other indoor growers to gain valuable perspectives and facilitate informed decision-making among our indoor growing community on the efficacy of ReNu Terra in meeting the needs of sustainable agriculture.

Meet The Farm

Based out of Southeast Asia, this farm distinguishes itself from other indoor growers through its commitment to sustainability, innovation, and quality. By leveraging cutting-edge vertical farming technology, they cultivate a diverse array of premium greens, herbs, and microgreens year-round in a controlled indoor environment.

What sets this farm apart is their dedication to environmentally friendly practices, such as using renewable energy sources, optimizing water usage, and minimizing waste. Their emphasis on locally sourced, non-GMO seeds, and organic growing methods ensures that each leaf is packed with flavor and nutrients. This Southeast Asian farm emphasizes the health of consumers, which aligns with its country's policies and priorities on healthy food and healthy living, encompassing initiatives such as promoting balanced diets through educational campaigns and implementing stringent regulations on food labeling and advertising. This focus underscores their dedication to delivering fresh, nutritious products that enrich the lives of their customers. With a focus on freshness and taste, this farm delivers a truly exceptional product that redefines the standards of indoor farming, elevating the controlled environment agriculture (CEA)'s impact in Southeast Asia and beyond.

Grow Media: Why Did They Use What They Did?

Prior to this, the farm had used BioStrate mats. Made from a blend of biopolymers and natural fibers, these mats are designed specifically for hydroponic microgreen production, creating an environment for dense, healthy root development by absorbing and retaining water.

The Shift to ReNu Terra: What Was It Like?

Water and energy efficiency in production, coupled with a comprehensive Lifecycle Analysis (LCA) of products, holds significant importance for Artisan Greens' sustainability goals. This commitment to minimizing environmental impact and maximizing efficiency prompted their consideration of ReNu Terra, aligning with their ethos of responsible farming practices and led to a call between their team and Re-Nuble.

Some results that the farm were particularly pleased with were:

1. We were able to meet their farm's grow needs without compromising on yields;
2. The cost of transitioning to a more sustainable grow media was at a price point that was cost-effective and favorable;
3. They found a grow media that aligned with their impact goals, which was for it to be fully biodegradable and sustainable

Final Thoughts: Yay or Nay For ReNu Terra?

From a trust perspective, Artisan Greens had made it clear that they prioritized consistency in product quality and transparent communication regarding any supplier changes for component materials when evaluating compatibility with their values. This attention to detail underscores their commitment to maintaining high standards and fostering trust with partners like us. They had stated clearly, when we first spoke to them, that consistency of the grow media's performance and quality, as well as cost competitiveness were instrumental factors in order for them to consider switching. We're excited to note that this farm has chosen to continue working with us as a result of ReNu Terra aligning with all of their criteria.