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# Evergreen First Kosher Supermarket to Introduce Vertical Farming



Monsey, NY...The world of freshly harvested greens and herbs is looking up as the iconic Evergreen Kosher Market will soon debut a revolutionary 20-foot high geponic wall farm that lets customers not only choose clean, fresh-picked produce but also see exactly where it comes from. The organic lettuce, kale, arugula, basil, and cilantro from Evergreen's on-site farm will be sold at competitive prices in individual pots, making the "buying local" experience more convenient than ever. Pesticide-free and grown in soil that's never exposed to bugs, all products are 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."

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), an Israeli startup 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 week, 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.

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