



HOW

LOCAL

CAN

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GET



With aquaponics* local food gets *more* local.

Grow year round.

Use our compost-heated greenhouses, or convert your abandoned strip mall into a grow operation.

Define urban agriculture.

Resilient cities are already blooming in Wisconsin.

Increase yields.

A turbocharged growing machine. No plowing. No weeding.

Teach organic.

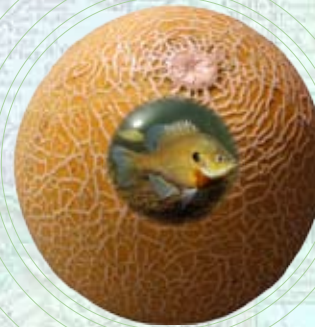
A contained ecosystem can describe the whole world.

Involve community.

Food and education bring us together.

Create jobs.

It worked for computer technology.



*Aquaponics is a system of growing fish and vegetables in a recirculating, soil-less series of containers. It's like hydroponics, except it's completely organic and produces higher yields.

For more about AquaPlanet, click the logo on any page.



We work with local stakeholders to start small.

Researchers

Schools

Nonprofits

Growers

**Designers
&
Architects**

Restaurants

Corporations

The AquaPlanet team will help you give aquaponics a try on a small scale.

It works on your dining room table as well as in a commercial greenhouse operation.

The results will convince you.

We work with established community groups to plan and implement demonstrations and pilot projects, with an eye toward expansion over time.

Government



Local food is trending upwards.



Center for Resilient Cities Project in Madison, WI features aquaponics as a central food production system.

Local food is really about restructuring local economies. For the past hundred years the global corporations have been successfully eliminating the small grower, so that today we are largely a passive consumer culture, based on spending money to buy commoditized food products.

For the vast majority of the US, local food is completely up to Wal-Mart, Kroger and Safeway. In a few pockets, however, big things are happening, sparked by the potential of aquaponics. Wisconsin is leading the way.

The AquaPlanet team includes some of the leading innovators in this emerging field of agricultural technology that relies on pumps, not plows.



Growing Power started the model that is quickly being adapted in many cities.



Milwaukee's Sweet Water Organics is poised to turn the corner with commercial, indoor, for-profit aquaponics.

Education is key.



Economics

We offer a range of media to introduce the concept of aquaponics. But nothing teaches like hands-on experience. AquaPlanet is able to develop demonstration projects that prove the amazing efficiency of the technology.

AquaPlanet's founding partner, Bevan Suits, has extensive experience designing and producing science exhibits. Other team members have excellent academic credentials and decades of cumulative experience growing fish and vegetables in a self-contained ecosystem.

Horticulture

Fish Biology

Math

Ecology

Fluid Dynamics

Business

Chemistry

Microbiology



Opportunities OBSTACLES

AquaPlanet Promotion Strategies

Even though aquaponics seems like a great idea, there are reasons why it has not advanced further in our culture.

OBSTACLE	DESCRIPTION	SOLUTION
Unfamiliarity	Aquaponics has a low media profile.	<ul style="list-style-type: none"> • We provide a range of introductory media that describe it from the ground up. • Our website is designed as an introduction. • We are developing hands-on demo opportunities.
Fringe Factor	If it's so great why is no one doing it?	<ul style="list-style-type: none"> • Promoting demo projects with high-end chefs. • Our partner Travis fits well into non-liberal communities. • Our partner Wayne is a top-line investor and PhD with 35 years experience in aquaculture.
Resistance to Change	Farmers and greenhouse growers in the US are usually not keen on broad innovations.	<ul style="list-style-type: none"> • We seek the most entrepreneurial-minded, those who are seeking the newest path with the least risk. • Children and many adults are fascinated by fish.
Aversion to Financial Risk	Economic hard times has squashed investment in innovation when we most need it, supported by irrational opinions listed above.	<ul style="list-style-type: none"> • Development of very low-cost demos that prove the amazing qualities of aquaponics. • Providing hard data on aquaponics. • Partner Dorband track record as a pioneer in brownfield investment.



Aquaponics by the Numbers



AquaPlanet partner Travis Hughey's innovative approach to aquaponics is in demand around the globe. He recently received an honorary PhD in China.

Pounds of fish needed to grow 30 square feet of vegetables: 0.5

Gallons of water needed to contain one pound of fish: 2

Pounds of basil that can be grown in a square foot, per month: 1

Typical wholesale price of basil per pound, in dollars: 10

Annual income from 2,690 square feet of basil production at Alberta's Crop Diversification Center, in Canadian dollars: 502,044

From 2,690 square feet of tomatoes: 18,542

From 2,690 square feet of eggplant: 14,362

Percentage of water needed to grow vegetables, compared to traditional farming: 10 - 20

Energy consumption of a pump to run 200 square feet of grow bed, in watts: 40

Cost of a 40 watt pump plus tubing and fittings, in dollars: 75

Days for a tilapia to grow from a fingerling to one pound: 230

Amount of chemical additives needed to maintain an aquaponics system: 0

Fossil fuel costs to heat a compost-heated greenhouse for up to 150 days: 0

Cost of 14' x 48' pond liner made of heavy duty billboard vinyl: 0

Cost of collected rainwater to replenish water lost to evaporation: 0

Cost of old bathtubs to use as growbeds: 0

Number of large-scale aquaponics nonprofits in Wisconsin: 1

Number of large-scale aquaponics for-profits: 1

Number of proposed urban developments with aquaponics as a focus: 1

Number proposed in the rest of the United States: 2

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