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Urban Renewal for Fresh Food Supply

July 1, 2012, Atlanta, GA - Chamber of Eco Commerce (CEC) --- Urban Farm Ventures (UFV), is intent on impacting the Greenhouse market. With expertise and a fast growing international network of experts, the UFV plans to kick-start urban real-estate developers and investors into making efficient vertical farm buildings.

The EU-based team of experts has joined US-based UFV working group at Eco Commerce Exchange (ECE) of Atlanta. The UFV brings together unique portfolio of patents and a global team of experts, in an interactive platform which has been hard to find in one place.

This platform is intended to connect investors and real-estate developers with urban farming experts, designers and architects, building owners and managers, food operators, logistics companies, service providers, and even customers, to catalyze vertical farm building projects.

By collaborating, exchanging critical information, and building relationships and partner projects, UFV is a useful 'tool' for the real-estate business worldwide. The UFV can now speed up the process to bring together key partners for next vertical farm building projects.

The UFV designs, finances, and manages vertical farms with highly qualified partners. The partners are invited to join the UFV working group through ECE of Atlanta, to gain access to unique knowledge, technology, and to attend and share critical information in an array of workshops.

The idea for UFV came from a team of Automated Circumference Warehouse (ACW) experts, working as an ECE working group in Atlanta. The team recognized that without easy access to new integrated urban farm solutions, and clear SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-Bound) benefits with a healthy ROI, real-estate developers and investors were not going to take on new urban greenhouse projects.

New technologies are there for improving existing greenhouse buildings, but the problem still remains on inefficient greenhouse design. In addition to exploring other commercial opportunities, UFV portfolio also includes efficient Automated Circumference Warehouse and Storage, and Low Carbon Cool Chain Logistics solutions.

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URBAN FARM VENTURES

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How New Technology Can Help Food Trade Industry and Consumers

Urban areas have many challenges, which in turn offer many opportunities. Chamber of Eco Commerce (CEC), is aiming to capitalize on what they see as inefficiently managed fresh food supply chain in urban areas. The team is seeking companies to invest in new technology and business models, designed to optimize efficiency in urban fresh food supply chain.

An international team of experts, led by Chamber of Eco Commerce (CEC), has a diverse background in science, technology, finance and business. The group leverages critical knowledge, resources, and expertise to solve problems in the area of an urban fresh food supply chain.

Low margin product such as commodity food sources are made profitable by removing unnecessary cost or by adding value to the source product. The team is focused on creating new infrastructure, giving urban farmers, food operators, retailers, and food hubs this arbitrage opportunity. The team aims to bring a better local fresh food supply chain system to market, and create decent profit opportunities and shared value to all stakeholders.

How Do We Actually Achieve such Efficiencies?

Eco Innovation and Information Communication Technology (ICT) play a huge role in Urban Farm Ventures (UFV) operations. Systems collect data from a variety of inputs, and use the information to automate decisions about production, management, and customer service. This data can all be viewed and managed remotely using mobile devices. The “Head of Operations” can communicate with “Operations” who run the local fresh food company, and the “Customer” who purchases products.

Is Urban Farm Ventures (UFV) Capital Worthy?

The team of UFV experts is excited for qualified corporate partners and investors to learn more about the UFV opportunity, as they believe in the tremendous commercial potential. The solution taps into increasing consumer demand for fresh food and beverages, locally grown with the convenience of home or office delivery. The business model also offers an investor an attractive source of new ongoing revenues at very competitive terms.

Contact

Please contact your local CEC Chapter or Eco Commerce Exchange (ECE) of Atlanta.

Links

Sustainable Food Systems

<http://www.chamberofecocommerce.com/partnerprojects/sustainablefoodsystems.html>

Low Carbon Cool Chain

<http://www.chamberofecocommerce.com/partnerprojects/lowcarbontransport.html>