



Urban Farming Achievements Profile



Experience

- ✓ **Jon Walsh** has 6 years' experience as a Tokyo-based urban farming and sustainability consultant and instructor
- ✓ Jon is possibly the **only native English-speaking professional urban farming consultant and instructor** in Tokyo, possibly all of Japan
- ✓ **Taught key food production skills to over 500** students, teachers, parents, PTA members and business people
- ✓ **Grown thousands** of tomatoes and cucumbers, hundreds of lettuces and large quantities of other no-spray vegetables and herbs
- ✓ **Created 25 urban farming lessons**
- ✓ **Hands-on experience** growing food in Japan growing conditions
- ✓ **Widely publicized:** [Japan Times](#), [Metropolis magazine](#), [Tokyo American Club](#), and more
- ✓ **Writes extensively** about urban farming and sustainability issues.

Contact Jon

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TEACHING

Jon teaches urban farming at:

Tokyo International School

Montessori School of Tokyo

Tokyo American Club

Private students and groups.



RESOURCES

Jon has produced an extensive range of urban farming how-to guides, lesson handouts, brochures, articles and information sheets providing everything students need to know to start growing fresh, healthy, great tasting no-spray food in the city!



DISCOVER

- Learn more:**
- ✓ [Urban Farming/Sustainability Dashboard](#) (main brochure)
 - ✓ [Urban Farming Dashboard](#)
 - ✓ [Urban Farming Lessons brochure – Beginners](#)
 - ✓ [Sustainability Lessons brochure](#)
 - ✓ [Int'l school urban farming project report – 2013](#) [2012](#)



The Vision

Sowing seeds to change the world!

“You have to combine a seed with the motivation and enthusiasm to sow it. That is how we can make a difference. That is how we can change the world.”

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– Jon Walsh, sustainability consultant

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Key Aims & Objectives

Imagine.....an abundance of cheap, hyper-fresh and healthy food, streets lined with vegetables that people can see and take as desired, every school running food-growing programs that turn out competent urban farmers who know what real food is and how to protect the environment while growing it, empty spaces around town converted into lush fragrant gardens that inspire and provide food.....

Food, an essential ingredient to life, is supposed to nurture, sustain and heal us, not sicken, poison and kill us as it has been doing for decades due to poisons used in commercial food production.

My aim is to enthuse and motivate children and adults to learn and pass on urban farming skills that enable people to grow real, healthy food in the city – and do much more. That means no added chemicals. No exceptions.

My broader objective is to ‘Go deep, go wide.’ What does this mean?

‘Go deep’ means bringing about inter-generational change by equipping and exciting people to learn and pass on essential food growing skills to the next generation

‘Go wide’ refers to teaching as many segments of society as possible: individuals, families, students, office staff, club members, and others.

Achievements

When I started out in 2012, my pie-in-the-sky goal was to teach urban farming skills to 500 people. In September 2017, that goal became history and the next goal is 2,000.

ACHIEVEMENTS: Between 2012 and 2017, I have:

- ✓ Created a 25-lesson [urban farming program](#) and 3 [sustainability lessons](#) from scratch
- ✓ Taught 500+ students, teachers, parents, PTA members and business people [how to grow healthy food](#) in virtually any sunlit location in the city. (Progress reports: [2013](#) [2012](#) [2016](#))
- ✓ Taught fundamental food production methods – seed sowing and transplanting, as well as how to grow food on walls, fences and gates (vertical gardening), on balconies and rooftops, in pots, planter boxes, buckets, raised, chain, mobile and suspended gardens – that can be taught to families and passed down to future generations

Continued.....

- ✓ Rented a community garden, taught myself how to grow food, and now regularly grow 1,000+ tomatoes, hundreds of cucumbers, and large quantities of other no-spray vegetables and herbs each year, and give away approximately 1/4 of it
- ✓ Launched the [Grow For Good](#) community support program aimed at putting food on plates for people who need it with support from [schools](#) and businesses
- ✓ Organized donations of fresh vegetables grown by [Tokyo International School](#) students to [Second Harvest Japan](#) food bank > [Press release](#)
- ✓ Trained members of Tokyo American Club's Women's Group how to grow food ([article](#))
- ✓ Ran 8 [salad lunch](#) events where school students have hand harvested, washed and eaten fresh, no-spray vegetables I have helped them grow
- ✓ Built a [rooftop garden](#) in Tokyo's Ginza district, and helped build a working [rooftop garden](#) in Ichigaya, Tokyo
- ✓ Been featured in [The Japan Times](#), [Tokyo American Club's](#) magazine, [Metropolis](#) magazine, [Eye-Ai](#) magazine, and the ANZCCJ website
- ✓ Had 15+ urban farming/sustainability articles published in [Eye-Ai](#) magazine and [other media](#)
- ✓ Created and taught [sustainability lessons](#) that teach students practical methods, concepts and ideas that can be put into action immediately to reduce rubbish and energy use, boost self-sufficiency, strengthen communities, help others, and protect the environment.
- ✓ Produced the [Urban Food Production Kit](#) – containing an [urban farming manual](#) and 37 how-to guides and reports that outline how to grow healthy food in virtually any sunlit area in the city – for life
- ✓ Created and launched a [Beginners food growing pack](#), [urban farming crash course](#), [urban farming concierge service](#), and 10 [urban farming self-learning packs](#) to help people anywhere grow fantastic food
- ✓ Strongly emphasizing to all students and customers the crucial importance of eating real food grown without chemicals, and to recycle, re-use and utilize sustainable practices and products wherever possible.

Now, I am just one motivated individual. It excites me to think what 2 motivated individuals could accomplish. Or 5. Or 10. Or 50. Or 100.

We are not talking hundreds of newly trained urban farmers – we're talking thousands.

- ➔ Thousands of people who know how to grow real food in a way that doesn't poison and destroy the soil, air and environment.
- ➔ Thousands of people who would learn how to become more self-sufficient and become food *producers*, not just consumers.

OBJECTIVES: In 2018, my objectives include:

- Train 25 urban farming/sustainability instructors to work within Tokyo and overseas
- Train 2,000 students and 500 business people in urban farming and sustainability skills
- Launch teaching programs at 25 more schools and 50 businesses and encourage each customer to [donate](#) food to [Second Harvest Japan](#) food bank and other community support organizations
- [Donate](#) 250 kgs of fresh food to food banks and community support organizations
- Work with 100 business leaders to develop on-site food-growing programs
- Continue spreading key urban farming/sustainability information, ideas and resources through regular and social media
- Have my existing set of urban farming articles published by 25 more media outlets
- Build 100 sustainable private and rooftop gardens for Tokyo residents and businesses
- Launch products and urban farming self-learning packs in New Zealand, Australia, U.S. and UK.

Momentum behind my activities is building. I am now looking for –

1. Parents who can introduce my [sustainability](#) and [food growing](#) programs to their children's school administrators/teachers
2. Company staff/managers who can introduce my [sustainability](#) and [food growing](#) programs to their managers/staff, and/or who are interested in growing food at their workplace
3. Individuals who have vacant space on rooftops, buildings, land, etc. who may want to grow food
4. People willing to share information about [urban farming](#) and [sustainability](#) programs via their social media and other networks
5. People who can introduce me as a [guest speaker](#) (key topics: urban farming and sustainability skills and issues) and/or my [urban farming team-building/training courses](#) to clubs, hotels, companies, etc.
6. Re-seller Partners willing to help sell urban farming and sustainability products on a commission basis
7. People willing to sponsor a [sustainability program](#), [urban farming program](#) and/or garden installation for a family, school, club, business, or community organization
8. People interested in undergoing training to become urban farming and/or sustainability consultants
9. People who want to donate money to fund expansion of Business Grow's activities.

By partnering and/or supporting me, you will enable others to learn, promote healthy eating, and help create a cleaner, more sustainable environment for all of us. Is that worth supporting?

I hope so. Thank you for reading this and I look forward to hearing from you soon.

Jon Walsh, Business Grow

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