



VertiCrop: Twenty-fold yields that won't cost the earth.

Royal Show: stand FRB 40-G-4 Block 40

IT could create the biggest revolution in agriculture since Charles "Turnip" Townsend implemented crop rotation.

VertiCrop, which launches at the Royal Show at Stoneleigh Park, Warwickshire, on Thursday July 3, is a new rotating, high density vertical growing system developed by US company Valcent Products Inc. Its cutting-edge design has created the potential for increasing crop yields twenty-fold, whilst reducing the potential impact of food miles and carbon footprints.

"We are tremendously excited by the possibilities of VertiCrop" says Chris Bradford, managing director of the Cornwall-based subsidiary Valcent Products (eu) Limited. "I believe that growers will be, too. In terms of increasing productivity year-round, VertiCrop is a winning solution. Yet it is VertiCrop's commercially viable method of limiting the need for water, pesticides and wholesale importation of out-of-season crops, that's most exciting of all.

"It's an attractive product from the point of view of the grower wishing to maximize existing turnover and also for the increasing number of consumers who aim to reduce their food mile consumption by buying locally, but are currently restricted by limited supply and retail cost" says Chris Bradford.

Valcent's designers truly have thought laterally. As the name suggests, VertiCrop is a high density, vertical growing system, which maximizes the potential of available growing space and can eliminate the need for pesticides and herbicides. VertiCrop's sophisticated hydroponics system is capable of achieving astonishing yields; using up to 95 per cent less water than in conventionally irrigated poly-systems. Crops are continuously rotated within the VertiCrop, ensuring an even exposure to light, nutrients and creating a constant air-flow.

VertiCrop is a clean, green growing machine that provides an opportunity to generate early returns on investment for commercial growers. The custom-built unit is built on site to accommodate the specifications of each client in terms of size and crop usage.

“Achieving high crop yield and reducing environmental impact are no longer mutually exclusive goals” says Chris Bradford. “VertiCrop provides an uncompromising solution for raising profit margins, whilst decreasing water and energy consumption.”

www.valcent.eu

ENDS

IMAGE:

Pictured is Dr Roy O'Mahony, Production & Technical Services Manager of Valcent Products (eu) Limited, with the scale working model of the VertiCrop system.

Visit VertiCrop on stand FRB 40-G-4 Block 40 at the Royal Show, Stoneleigh Park, Warwickshire 3- 6 July 2008.

For further information, contact Catherine Barnes at the Marketing and PR Company.
cbarnes@marketing-pr.co.uk tel: 01566 771 865