

A close-up photograph of several vibrant green microgreen leaves. The leaves are small, oval-shaped, and have a slightly textured surface. Some leaves have small, clear water droplets on them, suggesting they are fresh or have been recently watered. The background is softly blurred, showing more of the same plants.

How to Grow Microgreens for Profit

By Trevor Blake

<https://lifestylehub.info>

Introduction

The early men were mostly farmers. They made use of crude tools like hoes to till the land. This way, they were able to provide for themselves. Over the years, farming has grown from a need to survive, with profit making becoming an added necessity. Agriculture has grown into a multi-billion industry which we depend on not only for food, but for employment, beauty products and revenue for the government.

However, gone are those days when almost everyone was a farmer and would trade in their farm products for either money or other produce they didn't cultivate. With different career paths and obligations, not everyone takes so easily to farming. Why bother farming when you can buy it at the farmers market or the supermarket? Why get covered in dirt or sweat under the sun? We seem to have it easier with how mechanised farming is, yet if you are reading this book, it is because you have an interest in growing something for yourself, and perhaps for profit.

Let's take a look at microgreens as a way of accomplishing both.

Microgreens are 'baby plants' - young vegetable greens that are highly nutritious. In fact, they are up to 40 times more nutritious than the vegetables in the supermarket. Produce that you buy is probably covered in pesticides (yes, even the so-called 'organic' veg), grown in chemical fertilisers, and can be a couple of weeks old by the time they get to your plate! Not only are they nutritious, they also have aesthetic value as they are used by chefs to enhance the attractiveness of dishes, as well as give extra flavour to meals. They are smaller than baby greens such as kale and spinach, but they are harvested later than sprouts such as broccoli and wheat. They are one of the easiest plants to grow. And did I mention that they are also one of the most profitable crops that you can grow? They are the perfect crop for small farms and urban growers. As an aside, it can also add value to any existing farming or growing business.

Microgreens

NOTE:

This ebook is protected under strict copyright laws. It may not be reproduced in any format without express permission of the author

Copyright K&T Associates Ltd 2019.

These vegetables became popular in the 1980s when they began to show up in the American restaurant scene, appearing on the menus. The trend has eventually moved to the UK scene with a market now established.

You don't need a large space to grow microgreens. A small shipping container, garage, basement or even your windowsill will do. The average germination to harvest time for most microgreens is 10-14 days, which means in a few weeks you can start selling produce. Setup is also pretty low, and you just need some basic equipment to get started.

Packed in this book is a lot of information that will help anyone in growing a microgreens farm of any size, with the aim to make profit. Welcome to the world of microgreens.

Table Of Contents

Introduction	1
Chapter One	5
Benefits of Growing Microgreens	5
Chapter Two	7
The Space Needed	7
Chapter Three	8
Full or Part Time?	8
Chapter Four	9
Equipment Needed	9
Chapter Five	11
The Right Business For You?	11
Chapter Six	13
Establishing a Customer Base	13
Chapter Seven	15
Pricing your Microgreens	15
Chapter Eight	17
Lets Get Growing	17
The Easiest Microgreens to Begin With	19
Chapter Ten	20
Extending the Life of Your Microgreens	23
Chapter 12	28
Benefits and Drawbacks	28

Chapter One

Benefits of Growing Microgreens

Why microgreens? Why not apples? Grapes? Veg? Every beginner is advised to grow microgreens. Here are reasons why you should consider microgreens farming as a business:



Microgreens

- **Low start-up cost:** Microgreens are cost-effective to grow capital wise. For starters, you just need one or two trays for microgreens. A tray may cost a couple of pounds, depending on its quality. Go for durable trays instead of the cheap ones. Maintenance is also pretty cheap. If you don't have an outdoor space, microgreens can also be grown indoors with proper lighting.
- **Fast turnover:** With microgreens, you can have an harvest in a week, the most you will have to wait is a month, unlike some vegetables which could take several months from seeding to harvest. This means you can have several cycles in a year, giving you a lot of profit.
- **All year profit:** Some vegetables are seasonal, while means unless you have a greenhouse, you will have to wait all year until the next season. However, microgreens can be grown any time in the year. Yes, you read that right. Any time in the season. This makes for a consistent source of income.
- **Higher nutrition:** Nowadays, people are eating healthier, with microgreens being a part of this diet. Microgreens are packed full with ascorbic acid, Vitamin E and K. A 2012 study by the Department of Nutrition and Food Science, University of Maryland, indicated that microgreens may have particularly high nutritional value compared to mature vegetables. They have also been found to be a rich source of polyphenols and antioxidants which is linked to a lower risk of heart disease, diabetes, Alzheimer and certain cancers. This makes it a high target for anyone interested in living a healthy life.
- **High-value crops:** Used by chefs, microgreens are in high demand in the culinary industry both by professionals and non-professionals. Food stores and individuals also purchase them in high demand, giving you different market targets.

Microgreens

- A profitable side venture: You don't have to quit your normal job and take on microgreens. Microgreens farming is a business you can do on the side – even with a bigger farm, although this would require more time and attention. This makes it an added source of income for you.

Chapter Two

The Space Needed

Growing microgreens doesn't require much space. You could grow it in the garage, basement, a spare room, or even set aside a space in your kitchen. Your trays and other equipment can also easily be moved from one place to another. As your farm grows bigger, then you could think of finding a bigger space. However, whatever space you decide on, it should have proper lighting.

It is advisable to make use of racks, so as to maximize vertical space. Make use of racks with four shelves, this way you can produce around 20kg every two weeks.



Chapter Three

Full or Part Time?

Microgreens farming is a business that you will begin to see the yield in 2-4 weeks, which means you don't have to wait months for harvest and sale of produce. It is also a business that doesn't require you doing much. And by this I mean heavy responsibilities like tilling the land, seeding, watering and harvesting. However, if you have plans of having a large-scale farm, then microgreens will require a lot of attention and responsibility if you want your business to be profitable. But as a beginner who is growing a few trays, then at most an hour a day is sufficient to attend to your farm.

The time you will devote depends on your hunger for profit. If you want to make more money, this means you will have to devote more time, more capital, as well as employing an employee or two to help around with the farm.

Microgreens



Chapter Four

Equipment Needed

You can start microgreens business with the essentials and eventually move up as your farm expands. Here are some of the necessary supplies you need:

Microgreens

- A 2-bulb, 4 foot fluorescent light fixture. Also get basic T8 or T5 fluorescent bulbs or LED lights. You can get these from an electrical shop or a supermarket.
- 16 10" x 20" trays with drain holes. These trays allow you to cut your microgreens closer to the plant base which increases yield. They will also allow sufficient air into the roots.
- Soil or paper towels. You don't have to make use of soil to grow microgreens. An alternative is to make use of paper towels. You can try both techniques and stick with which works best for you. If you are making use of soil, use high quality soil, preferably go with organic.
- At this stage, there's no need for a watering can or hose, so go with a spray bottle to water the seeds and keep them moisturised. As the seeds grow bigger, you may need a watering can.
- Seeds are the most important supplies you need. Radish takes about 7-15 days to grow making them one of the easiest microgreens to grow. Start out with one variety of seed, instead of growing several, and eventually expand. You can buy seeds online or purchase from a farm produce store. It is advisable to buy seeds in bulk in order to save on costs.
- You will need a scale to measure your harvested microgreens. A regular kitchen scale is sufficient.
- A pair of scissors or a sharp knife – whichever you are comfortable with – for harvesting your microgreens when the time is right.
- You might also need a small fan – if the space is not well ventilated – to prevent mould or other ventilation issues.

Microgreens

The required supplies should cost a few hundred pounds; you can always tweak your supplies to suit your budget. Start out small. Don't go over the top, at least until you make your first profit. There are places you can get really get good deals. However, when buying seeds, go for quality seeds which will yield quality harvest.

If you have plans to go large-scale, then you would be spending a thousand pounds or more, as you will have to get more trays, seeds and other supplies. But as advised earlier, start out small, see how the business works, before you take the leap into a large-scale business.

Chapter Five

The Right Business For You?

Prior to starting a business, you need to ask yourself an important question: is this business right for me? No matter how small it may seem, getting into a business is a big deal and if you don't take a few things into consideration, you might be headed for a loss of capital, time and resources. This is definitely not what you want. While growing microgreens is easy and profitable, you need to be sure that this is the right business for you.

There are several issues you must consider before leaping into the microgreens business, despite it looking promising:

Microgreens

- Have you done your research? Personally, you must do your research about any business you are about to get into. What is the industry? What is the profit range? What are the expenses you will incur? And an important question is, what is your customer base? Look around your community; do you have customers for your produce? And will these customers be willing to buy from you? Without customers your business doesn't have a chance of succeeding. Before you get into this business, find out upfront about your customer base, before you invest time, money and resources.
- Are you really ready for this? Keep aside all the knowledge you must have acquired about microgreens for now and be honest by asking yourself this question. Having a farm, no matter how small, will take some dedication on your part. You will have to devote perhaps a few hours to your farm to tender for your microgreens. You will have to plan and do research. You will also have to provide capital for the business. Is this something you are ready for? If the answer is no, then I would advise you to shelve this business idea. Lack of readiness means the business is headed for disaster.
- What are your plans for the business? The key to a business is stability. And this is a mistake many make even in other industries. Your venture could grow enormously over time. When you have a business, you should plan for the future and not just for a few months. And while you should start out small to see if the business is what you want, also be aware that if you want to go on with it, it is going to create more time and dedication from you as you expand the venture.
- Do you have the resources available? Do you have a location for your business? If you do, will it be suitable enough? Another thing you should consider is help. If you cannot attend to the business by yourself due to other commitments, then you should consider hiring assistance.

Microgreens

Microgreens is a profitable business, and one of the easiest businesses to get involved in. But nothing in life comes easy, and for such a business, there's a lot you would have to consider before getting involved. Now, if you have decided this isn't for you, now is the time to have a rethink and wait for a better time when you are more able to commit to getting involved.



Chapter Six

Establishing a Customer Base

Customers are an important part of your business. Without them, your microgreens business will not thrive. As it goes in starting new businesses, it is not easy getting a customer base, but there is always a market for your business, and you just have to find it.

Microgreens

Who are your customers? By knowing your customers, you know what to expect and you can readily plan ahead.

- **Chefs:** The kitchen is ruled by chefs, making them an important customer for your business. Chefs make use of microgreens in cooking food as well as for decorative purpose. As a matter of fact, microgreens are in high demand by restaurants. Now, chefs know what they want, which means you need to be straightforward with them, giving them the necessary information. What products are you supplying? What are your prices? What days will your products be delivered? To save your time and that of the chefs, have an info sheet, which is a small card that provides these information. Go for a standing order so that you can do continuous business with them. Chefs can be the lifeblood of your business.
- **Direct customers:** With people advocating for healthy eating nowadays, your customers can be found in your neighbourhood, work or other places in your community. You can even find them at the gym, in yoga groups, Zumba, fitness etc. Don't forget diet groups too! You can make door deliveries depending on the resources available. Also, try to create standing orders with them. This way you can do bulk deliveries to a certain location.
- **Farmers markets and supermarkets:** Imagine if no one is selling microgreens at your local market. I think it will be best to say that you have just struck gold. Even if there are other sellers, there is enough market for your produce. Another lucrative means of supply are grocers and garden centres. You could be their major supplier; your proximity might be an advantage with you supplying fresh microgreens at a lower cost to bigger farms.

Chapter Seven

Pricing your Microgreens

The aim of a business is profit making. While you may have a love for farming, you still want to make money out of this. Your profit depends on how your microgreens are priced, and you set the standard. A great way to price your microgreens is by figuring out how much you want to earn per hour of your time put into the business. You might want to earn say £50 per hour. By calculating this, you can then decide on how much you want to charge for your microgreens.

Let's say you want to make £30 per hour. Then you spend an hour per tray of microgreens including seeding, cleaning up and making a sale. Let's say your general overhead is £5 per tray for seeds, supplies, electricity and other costs. So you have to make an average of £20 from the sale of each tray to cover £15 worth of labour plus £5 of general overhead and expenses. (Overheads and labour might differ depending on the sales channel so keep this in mind, and make changes where necessary).

If you're selling at a farmer's market this is likely to come with extra waste, plus more time spent on packaging, and perhaps a full day's labour standing at the market to sell. As a general rule, if you aren't turning away about 2 out of every 10 customers, then your prices are too low.

For home delivery, there's hardly any waste so your overhead is lower. But you might have to spend half the day delivering microgreens, so your labour cost is higher.

With restaurants, there will be slow waste, decreased packaging and cost, but quick delivery time. Restaurants will probably constitute your lowest labour, so you can charge the lowest prices.

Microgreens

What is the minimum price that you can charge? A way to go is if there are not many competitors in your locality, you can adjust your price upward until the demand of your products starts decreasing. On the other hand, in a very competitive market, you will want to keep your prices as low as you can.

Make sure your customers know your price upfront. Be honest and don't play games, as bad pricing cannot only lead to loss on your part but also hostile customers who might not want to do business with you.

If you are in doubt, start your pricing on the high side, and you can always bring it down. This is because it is harder to raise your prices on existing customers.



Chapter Eight

Lets Get Growing

Your supplies are ready, and so is your space. Now is the time to go ahead and plant your microgreens.

Microgreens

- Soak your microgreens seeds: When seeds are pre-soaked there is quicker germination and more even growth of stems and leaves. The decision to pre-soak, however, will depend on the variety of seed being used. Seeds that have coatings around them that prevent germination until they have been moist for a certain time should be soaked so that the coating will dissolve and allow the seed to germinate. Sunflower, spinach, peas, fenugreek, chards, beets are recommended to be soaked. Tiny seeds like kale, broccoli, radish, cress and amaranth should not be soaked. When soaking seeds in water, you could make use of food grade hydrogen peroxide or just plain water. Soak at room temperature for a few hours; don't over soak it as this could flood the seed and make it unviable.
- Put seeds in tray: Fill your trays with moistened soil or matting. Flatten and level the soil with your hand. I use a piece of wooden board to flatten the soil and get an even surface. If you pre-soaked the seeds drain the water, then scatter the seeds evenly on top of the soil. Since you are not growing the seeds to full normal size, you can spread them as much as possible on the soil, but don't crowd the tray. Then, cover the seeds with a thin layer of moistened soil. Place covers on the trays and a weight on the top of the covers, along with a dark cover, perhaps with a dark blanket. Keep them covered this way for 3-4 days to sprout. If you are growing several trays, the best way is to stack them on top of each other.
- Mist daily: With a spray bottle, mist the seeds once or twice daily. The goal is to keep the soil moist but not wet. After misting, cover the trays back.
- Expose to light: On the fourth day, remove the covers and expose the germinated plants to light.
- Make sure the seedlings don't dry out: Mist once or twice daily. Although tap water isn't the best, you can make use of it, but try to make use of filtered water.

Microgreens

- Harvest time: Microgreens are usually ready to harvest in 10 - 21 days, depending on the seed. You will know it is time when true leaves form. Plants are usually fresh and green looking. Harvesting microgreens is very simple. Just use a sharp set of scissors to trim them at the soil level.

Chapter Nine

The Easiest Microgreens to Begin With

As a beginner, I am pretty sure you would want some suggestions as to which microgreens you should go with. While microgreens grow fast, some grow faster and are more nutritious and profitable than others. These are the ones you should go with, before moving on to other varieties.

- Radishes: They are at the top of the list because of how easy they are to grow. You will notice germination in 1-2 days and estimated time to harvest is 5-12 days. The seeds are easy to handle, leaving you with a strong taste and crunchy texture, making them a chef's delight. They are also high in nutrition giving them a good market amongst residential customers.
- Sunflowers: These are a popular microgreen with nutty flavour and crunchy texture. Go for quality seeds as much as possible as well as great soil. In 12 days, you can get a harvest. They are great for salads, soups and dips. They can also be stored in the refrigerator for a long time.
- Salad mixes: These are made up of varieties of microgreens such as broccoli, kale, kohlrabi, Arugula, cabbage, mustard and lettuce. You could also consider a custom blend. They are a great base for sandwiches, and are very nutritious making them a great choice. In 8-12 days, you can have a harvest.

Microgreens



Chapter Ten

Soil versus Hydroponics

You must be familiar with soil and how it is used for farming. On the other hand, you might not be familiar with the concept of hydroponics. So, what is hydroponics? Farming without soil might seem strange, but it certainly is worth exploring. Agriculture has come a long way. Ironically, hydroponics dates back to as early as 1627 after a book, *A Natural History*, was published by Francis Bacon.

Hydroponics is a method of growing plants without soil. Instead of soil, plants are grown using mineral nutrient solutions in a water solvent. This simply means that the microgreens will be grown in a water-based environment. So instead of receiving nutrients from the soil, the nutrients will be obtained from the water. Nutrients needed by the microgreens will be added to the water and absorbed by their roots. This medium is usually done indoors. You might be surprised to know that most of the lettuces in the supermarket are grown this way.

Microgreens

Is hydroponics better than soil usage? This has been a serious debate amongst farmers, with many deciding on what is best for them based on experience. To understand which will be convenient for you, we will take a look at the pros and cons of hydroponics.

Pros of Hydroponics

- Hydroponics is dirt-free as you won't be making use of soil. Working with soil can be really messy, but with hydroponics this can be easily avoided.
- Hydroponics saves water. This is because it uses only 10% water compared to soil usage. You can also re-use the water.
- Making use of hydroponics can be very convenient, making agriculture possible in arable lands where you have no access to quality soil. This is also great in areas where the soil is heavily contaminated. This means that no matter the soil texture or quality, you can plant and grow your microgreens.
- Soil agriculture comes with soil-related pests, as well as diseases which you will not come across with hydroponics.
- Hydroponically grown plants have their roots directly into the nutrients and this is because of the free-flowing nature of water. This way, they get direct access to nutrients, unlike soil agriculture where the roots have to search the soil for nutrients.
- It is easier harvesting hydroponic plants. All you need to do is give it a quick rinse. However, when it comes to planting in soil, it takes more time and dedication to harvest so as not to damage the produce.
- There are claims that hydroponics plants are more nutritious than their counterparts because of their ability to absorb more nutrients.
- With hydroponics, you have more control over your microgreens; you decide what nutrients they take in and you can quickly adjust fertilizers levels. With soil usage, you can't be sure what nutrients the soil contains. Also, nutrients are not lost as they are held in the water.
- Some microgreens grow better with this method. Such greens are kale, wheatgrass, kohlrabi and spinach.

Now, let's move on to the downsides of hydroponics method.

Microgreens

- It can be quite expensive: As a beginner, this might not be the right choice for you. You will need to spend money on hydroponic air pump, timers, lights, air filter, fans, containers, nutrients etc. And you haven't even made your first profit. This will require a lot from you, costing many hundreds of pounds.
- Technical know-how: Unlike soil which you can easily get used to, hydroponics (depending on the scale of your farm, and the system you chose to go with) will need certain knowledge to set it up. You will need knowledge about the application of nutrients. You will need knowledge about maintenance. It might be just too much to take in at once, with setting up a new farm.
- Control can be a problem: While an advantage, having control means your farm is totally in your hands. This is the same for soil agriculture, but with soil usage, you mostly leave the work to the soil and nature. But with hydroponics you will have to constantly monitor to ensure that conditions are in the right setting. This can be a problem if you don't have the time. This medium requires more labour.
- Diseases and pests may spread easily: Water is a fast medium, and as such, an infected plant may quickly infect the others before you even realize what is happening.
- Lower yield: Hydroponics tend to have a lower yield than soil agriculture (unless you are planting on a larger scale) and even then you will have to put in a couple of factors into consideration.
- System failure: Light and water are usually controlled by electricity. What happens if the power goes off? Or a pump develops a fault? Without a backup plan, the system may shut down immediately. This may lead to the death of your microgreens, and eventually a loss. This isn't a problem usually, but it could cause challenges in you live in a remote area.
- Some microgreens don't grow too well with hydroponics: Sunflower and beets do not grow well with hydroponics so depending on the variety of seeds that you want to plant, you will have to make thorough research before making a decision.
- Soil agriculture doesn't require as much work as hydroponics. It is easy to work with. It gives higher yield, and it is cost-effective.

Microgreens

Soil usage and hydroponics are great ways to grow your microgreens. With their pros and cons, they have a lot to offer, but the decision is on you to decide what medium you want to use. Do your research before going ahead so you won't arrive at a loss. At the same time, you could experiment with both mediums, and see what works best for you. Hydroponics may turn out great with some varieties, and soil agriculture might be perfect for others. Experience will teach you which path to take.

Chapter Eleven

Extending the Life of Your Microgreens

Microgreens are better served fresh, and by this I mean they are better eaten fresh in your home recipes and in restaurants. When fresh, they have a better taste and stronger flavour. This is why your microgreens should be kept fresh.

You cannot leave your microgreens at room temperature, especially in the summer, as they will get ruined – they will begin to wither in a day or two – and will be a loss for you.

The best way to store microgreens and keep them fresh is by cooling. Cooling can be done by storing the microgreens in a refrigerator or having a walk-in cooler, if you are growing commercially. Whatever you decide, it should always be kept cool to prevent mould build-up, which can affect the taste and cause diseases.

Storing in a refrigerator

Microgreens

If you decide to wash the microgreens before storage, you have to use cool water. Using hot water will damage them. Place the microgreens in a plastic bag or container with a lid. It is advisable to store varieties in different containers and label them so you will not be confused. To remove moisture and to maximize shelf life, place microgreens between two paper towels. Microgreens can stay fresh this way for 5-7 days, or even more.

Note: Do not store them in the freezer.

Microgreens can be kept fresh in the fridge for a week or more, depending on the variety – some varieties store longer than others. Radishes usually have a shelf life of two weeks, while pea shoots can be stored for longer. However, with microgreens, the fresher the better.

Note that constant opening of the refrigerator could fluctuate the temperature, thereby reduce the longevity of the microgreens.

Microgreens stored at 4°C can last from 14-21 days, while those stored at 10°C can last 7-14 days. Ensure that the refrigerator is kept at a stable temperature.

Walk-in cooler

Contrary to what you may think, it is not difficult to make a walk-in cooler. You can make one by yourself if you have some carpentry knowledge or get the services of a carpenter if otherwise. Here are what you will need:

- A wooden 2x4 structure to frame your room.
- A double wall of home insulation panels.
- Shelves to keep the microgreens.
- A cooling unit. A window mounted air conditioner is enough to keep an 8'x8' room cold.

Microgreens

The door to the cooling room is important; if it is not snug enough, cold air can escape from the room, with warm air getting in. Hence, go with a purpose-made door.

Perhaps the greatest advantage the walk-in closet has over the fridge is a larger room where you can store a lot of microgreens compared to the fridge which you might be using for other purposes. Have a backup plan in place, in case of disruption in power supply or a fault in any of the equipment.

As a business owner, you may not have an easy ride, especially when you start out. Establishing a stable business will take trial and error, which you will learn from. I will be covering some of the common mistakes which you can avoid. However, not every case is the same, and you will have to learn from experience. A good way to learn from mistakes and not repeat them is by keeping records. You can have a daily journal, or just basically keep records of the happenings with your microgreens. This way, you can always look back and reflect on what worked for you and what didn't.

Microgreens

- **Poor germination:** Microgreens germinate in at least a day or two. If you notice poor germination, then this is definitely something to worry about. There are pertinent questions you need to ask yourself. How new is your seed? How long did you soak your seeds? Broccoli can drown if you soak them for more than a few hours. Are you watering your seeds sufficiently? If not, this could make them dry out, affecting their germination. Is the temperature too hot or too cold? Most seeds will germinate between 12°C and 23°C.
- **Uneven germination:** This happens when the microgreens grow at different rates, even though they were planted at the same time. While some seeds might grow quickly, others might be slower. This might be because you have too many seedlings on your tray and they are fighting for nutrients. Also make sure that quality soil is used in the trays. The light, air circulation, quality of nutrients and water could also be a reason for uneven germination. Ensure that they are equal across all your trays.
- **Rot and mould:** You could experience these problems due to lack of circulation amongst your trays. Ensure that there is sufficient air coming through and that the trays are in a good position to receive it. Another reason for these could be the temperature. Make sure that it is suitable for the variety/varieties you are growing.
- **An ideal temperature for most varieties of microgreens is approx. 19C (67F).** Keep the humidity at 50% which is perfect, and will prevent or reduce mould.
- **Tall, thin Microgreens:** This is a sign that your microgreens are not getting enough light. Plants grow tall towards the source of light, to get close to it. Make sure that the trays receive direct sunlight, but not too much that it could affect their growth. 4-8 hours a day is sufficient.

Record keeping:

Microgreens

You need to keep track of what is working in your venture, and more importantly, what isn't working – i.e., why something isn't growing well, etc. (After a while it becomes second nature, but we would suggest you continue to keep records).

Perhaps you could put less seeds per tray and still get a good crop. Maybe you could use less lighting or fan ventilation to reduce your electric costs, or alternatively, add an hour a day to the lighting to get a faster growing crop.

Keep separate records for every microgreen crop that you decide to grow.

Record everything. Pretend you are doing a scientific study in a laboratory, so you need to know things such as:

Where did you buy the seeds from:

How old or new the seeds are, what particular variety of seed (there are numerous varieties of each plant, and you may not be able to get the same variety on occasion) :

Date of purchase;

Date you started soaking the seeds, planted them, etc;

How many grams of seed do you use for each tray you want to grow;

The growing medium used (some seeds grow better in different mediums);

Time taken from sowing to harvest;

...and so on. This can be critical information, and will make the difference between producing profitable crops, or very profitable ones. After all, we are doing this to make money, not waste it!

Start out right with record keeping. You may feel that you can remember everything, but it is amazing how quickly you can forget small details that make a big difference. Use something like google spreadsheets, or search for various record keeping apps, or which there are many. It is all down to personal preference.

Chapter 12

Benefits and Drawbacks

Microgreens is a profitable business. As more and more people gear towards a healthy living, it is a great market to take advantage of. An important aspect is you don't have to do a lot, as it is also easy to plant and harvest. You also don't need to break the bank as a beginner. All you need are the few basics.

Let's cover the main benefits and possible drawbacks of having a microgreens business venture.

Initially, there will be trial and error. You won't know what you are doing, and here will be some frustration. But stick with it, as the rewards can be great. There are people making £500 - £1000 a month part time, and others who have a full time microgreens business, turning over £5 - £10,000 a month - and more importantly, they control and own their own futures.

You can get started for very little money, and if you decide to run it as a business venture, you can get it totally up and running for under £1000. The cost of premises is nil if you have space at home, and you do not have to pay staff to run it (until it becomes too big for you to handle on your own).

A microgreen venture has a quick start up time, with sales achieved in the first month of getting going. It can also be a great add-on to any other growing venture, to produce even more profits.

Microgreens

I think the best way for you to go is by selling at craft fairs, car boot sales and farmers markets, to get an idea of what people want, and their feedback face to face. Trust me, you will find that microgreens are an excellent talking point – especially if you have a couple of trays that people can try samples from. You just need disposable gloves, and biodegradable plates or pots. It is an excellent way of doing good business, and a great talking point.

(You can purchase biodegradable 'plastic' containers for people to take their microgreens away in, so everything is healthy, and good for the environment).

There's great delight in owning a business and making profit. Having a business is a great start to financial literacy and independence. I hope by now you must have learned a lot of useful information in getting started on your business. Begin today and have an amazing, profitable venture ahead of you!

Trevor Blake

Check out our accompanying eBook entitled "How to Grow Herbs for Profit" and increase your profits, selling these popular 'add-ons' to your customers!

