



FOR IMMEDIATE RELEASE:

Method and Gotham Greens Partner to Build World's Largest Rooftop Farm in Chicago

Urban agriculture leader Gotham Greens to build 75,000 square foot rooftop greenhouse in Pullman Park, Chicago



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Chicago, IL (October 7, 2014) – Sustainability pioneers [Method Products, PBC](#) and [Gotham Greens](#), leaders in their respective industries—eco-friendly cleaning products and urban farming—have announced a groundbreaking partnership to build the world's largest rooftop farm at Method's new manufacturing plant in the Pullman neighborhood of Chicago's south side. Designed by William McDonough + Partners, Method's plant is anticipated to be the world's first LEED-Platinum certified manufacturing plant in its industry. Gotham Greens will design, build and operate a state-of-the-art agricultural greenhouse facility on the roof of the plant. The greenhouse will produce up to 1 million pounds of fresh, sustainably grown, pesticide-free produce annually. The produce will be distributed through local Chicago retailers, restaurants, farmer's markets and community groups.

"Chicago has shown remarkable leadership in urban farming and green building over the past decade," said Viraj Puri, Co-founder and CEO of Gotham Greens, "and we're thrilled to be contributing to the trailblazing work being done in these sectors and furthering Chicago's position as one of the greenest and most innovative cities in America. We're particularly honored to be partnering with Method and the Pullman Park development and community. We are dedicated to providing our customers and local residents with the freshest and best tasting, hyper-local produce available, 365 days of the year."

“Method has been instrumental in supporting the revitalization happening in Pullman, and the addition of this sustainable greenhouse means that more Chicago residents will have access to fresh, healthy foods grown in the neighborhood,” said Mayor Rahm Emanuel. “I commend both Method and Gotham Greens on their commitment to Pullman and look forward to seeing the results of this partnership come to fruition.”

“Gotham Greens shares our goal of using business as a force for social and environmental good,” said Drew Fraser, CEO of Method. “We are thrilled to partner with a like-minded organization, who has demonstrated that the innovative, adaptive use of urban space can make a significant impact on local communities.”

“Little could be more gratifying to those of us at CNI than Method’s partnership with Gotham Greens – as it affirms our vision of what Pullman Park could and should be,” said David Doig, President of Chicago Neighborhood Initiatives. “The area’s unparalleled rail, road, water and air infrastructure, the availability of land, and its strong workforce render Pullman a natural home for this exciting generation of green industries.”

“Gotham Greens is a perfect complement, not only to Method, but to our 9th Ward – providing great food and great jobs – both of which are essential to nourishing our community,” said Alderman Anthony A. Beale of the 9th Ward.

When compared to conventional agriculture, Gotham Greens’ irrigation methods use 20 times less land and 10 times less water and eliminate the need for pesticide use and fertilizer runoff, which is one of the leading causes of global water pollution. The company’s sterile greenhouses and comprehensive food safety program minimize the risk of foodborne pathogens including E. coli and salmonella. By growing locally in Pullman, Gotham Greens will eliminate the carbon footprint linked to shipping produce across the country. For the consumer, this means finding the freshest and most nutritious produce imaginable, year-round. Often, the Gotham Greens produce Chicago residents will find in stores or at their local farmer’s markets will have been harvested and packaged that very same day, even in the middle of winter. The facility is scheduled to be operational in the spring of 2015.

About Gotham Greens

Gotham Greens is a leading producer of local, premium-quality, greenhouse-grown vegetables and herbs. The company develops and operates greenhouse facilities in urban areas to ensure consistent, year round, fresh vegetable production. Since building the nation’s first commercial-scale hydroponic urban greenhouse in 2011 Gotham Greens has quickly become a worldwide pioneer in the field of urban agriculture. The company provides its diverse retail, restaurant, and institutional customers with reliable, year-round supply of local produce grown under the highest standards of food safety and environmental sustainability. Based in Brooklyn, New York, Gotham Greens is involved in greenhouse agriculture projects in cities across the United States and internationally. For more information, visit: www.gothamgreens.com

About Method

Founded in 2000, Method is the pioneer of premium planet-friendly and design-driven home, fabric and personal care products. Formulated with naturally derived, biodegradable ingredients, Method cleaners put the hurt on dirt without doing harm to people, creatures or the planet. Today, Method can be found in more than 40,000 retail locations throughout North America, Europe, Australia and Asia. Major national retailers include Target, Lowe’s Home Improvement Centers and Kroger. On August 1st, 2013, Method reincorporated as a public benefit corporation, codifying that its corporate governance meets the highest standard of social and environmental ethics. Method is a privately held company headquartered in San Francisco, California. For more information, visit methodhome.com.

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