



Company Prospectus



Indoor Farming Pioneers. Est 2017.

Homefarm is an indoor farming technology and equipment provider. We are a proudly South African, Level 4 BBEE business, founded in 2017. Our team of technology pioneers is made up of researchers, designers, engineers and new-age farmers.

Our range of farms, targeting the commercial and consumer markets in South Africa, are empowering a new generation of urban farmers with their fully automated, rapidly deployable and easy to use features. Small businesses, families, and communities can now grow their own leafy produce on-site, regardless of where they are situated or their access to arable land.

Our clients include cafes, schools, agri-entrepreneurs, co-working spaces and studios, and of course consumers who use our farms to grow the freshest, tastiest and healthiest produce all year round.

We have worked with leading kitchen design and architecture firms Easylife Kitchens, Blu Line Kitchens and Kitchinc. We also have a growing international customer base with our farms serving clients in the UK, Europe and Australia. All our products are proudly designed, developed and manufactured in South Africa and are sold or rented through our website and online store www.myhomefarm.io



homefarm



How's it growing
Made In Workshop?



homefarm

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Our Indoor Farms

Our indoor farms can grow a wide variety of fresh leafy produce, including microgreens, herbs, and lettuces. Our users can enjoy all the benefits of indoor farming such as organic, pest and pesticide-free produce, reduced water usage, year-round farming, as well as smart and fully automated systems, resulting in higher yields per square metre.

Our farm's automation features include automated watering, nutrient dosing and lighting cycles, as well as a unique heating system which regulates the temperature of the crop's root zone in winter. All you need to become a successful farmer with one of our systems is access to a small indoor space, a water and electrical mains connection as well as an optional wifi connection for online monitoring and control.

Our farms can be used to grow crops from seed to harvest, or as a nursery to germinate and propagate seedlings, in preparation for regular field planting and cultivation.

Our largest commercial system can grow up to 9kgs of produce or propagate up to 550 seedlings per month, while our smallest home system can grow up to 500grams per month. Our Homefarm Appliance (pictured below) is the first and only indoor farming product in the South African consumer market which can fully cater to its user's needs for fresh, leafy produce each month.



Our Farming Systems Range



Homefarm Nano
From R3899



Homefarm Appliance
From R8899



Homefarm Commercial 'S' & 'L'
From R1899 p/m

	Homefarm Nano	Homefarm Appliance	Homefarm Commercial 'S'	Homefarm Commercial 'L'
Yield	400g p/m	1000g p/m	3000g p/m	9000g p/m
Auto-watering	Yes	Yes	Yes	Yes
Auto-lighting	Yes	Yes	Yes	Yes
Auto-sump refill	No	No	Yes	Yes
Water-level feedback	Yes	Yes	Yes	Yes
Climate regulation	No	Yes	Optional	Optional
Build it in?	No	Optional	No	No
User interface	No	Yes (premium glass touch)	Yes	Yes
Mobile App compatible	Yes	Yes	No	No
Online remote monitoring & control dashboard	No	No	Yes	Yes
Purchase price	R3899	From R8499	R25,000	R45,000
Rental	No	No	R1800 p/m	R3500 p/m

Our Crops

Grow over 20 different varieties



Herbs



Lettuces



Microgreens

Our Target Commercial Sectors



Restaurants: Our Homefarm Commercial Systems can provide up to 9kg of fresh produce every month. Restaurant kitchens can completely sustain themselves with the cleanest, freshest and tastiest leafy produce all year round. They can have their own produce, available at their fingertips, exploring different varieties and saving money by growing their own and eliminating waste by only harvesting what they need.

Growing produce on-site with a Homefarm Commercial System and sharing in the journey with customers, restaurants can engage with their customers in unique and intriguing ways, in-line with values such as sustainability, eco-consciousness, health, wellness, provenance, innovation and customer experience.

The Homefarm team delivers pre-planted trays and seedlings as often as needed and helps plan harvests and menus with the kitchen. The affordability of our Commercial subscription option makes it possible for restaurants to begin saving money and reaping the benefits within 2 weeks of setting up a Homefarm.



Food Retail: Food retailers which sell pre-packaged produce to the end consumer use a considerable amount of energy to keep their produce refrigerated and fresh on-site, and the crops themselves have to be packaged in plastic containers which inevitably end up on a dumpsite after use. The short shelf life of fresh leafy produce can also be an issue with food retailers if their stock is not managed effectively. Being able to grow more produce on-site is a more environmentally sustainable approach and can result in cost savings.



Commercial Sectors (continued)



Education and Schools: The Homefarm Appliance and Nano systems are highly effective teaching aids for students in both primary and secondary school to learn about horticulture, indoor farming, water scarcity, energy, food security and the role of technology in addressing these challenges. Homefarm has a curriculum which it uses to teach applied scientific and biological concepts but also to expose students to the future challenges and opportunities which exist for them in their futures.



Remote Holiday lodges and Island Nations: Game farms, bush lodges, beach resorts and island nations all in remote locations or without sufficient agricultural industries, struggle with a limited supply of fresh, high quality produce. While having produce regularly delivered or flown in can be an option for addressing this challenge, it is an expensive and environmentally taxing solution. Our indoor farms mean that produce can be grown in an environment which protects the crops from pests and climates non-conducive to farming leafy produce. Guests at premium resorts and private lodges expect only the highest quality produce. Homefarm makes it possible to easily meet their expectations for the freshest leafy produce.



Small-scale farmers: Our Homefarm Commercial Systems give small scale farmers a tool to aid in the germination and propagation of their crops, or for a way to experiment and conduct Research and Development. It also gives them the opportunity to grow new varieties of crops only suitable to indoor farming, to supply to their customers.





Our Consumer Markets



The Homefarm Appliance and Nano Systems are the perfect indoor farming products for hobby gardeners, health and wellness gurus and "foodies". They have been designed to fit seamlessly into any indoor space. Our Homefarm Appliance can be built into kitchen cabinetry or simply sit on a countertop.

Homefarm Appliance and Nano users can enjoy a simple, fun and delightful experience, witnessing their crops grow from seed to harvest within two weeks with visible growth in the crops each day.

Not only are Homefarm crops delicious, but incredibly beautiful. Whether on a plate or simply on display in a Homefarm, users can marvel at the colour, shape and aroma of a wide variety of herbs, microgreens and lettuces, ready for picking and enjoying at any time.

Homefarm crops are some of the healthiest foods on the planet. Many of the crops available with Homefarm have been classified as superfoods by the World Health Organisation. Incorporating these foods into daily dishes is made easy with Homefarm and the recipes provided on our website and app.

For those consumers looking to reduce the waste they generate; growing their own crops is an effective way to cut down on single use plastics, as well as food waste, as produce is always harvested only as needed.

Our Customer Testimonials

Eugene: Homefarming is an incredible experience; made special by the stunning packaging and support material from @homefarm.news. Watching the entire process unfold, from planting the seeds to harvesting, is incredibly rewarding, reaching ultimate satisfaction when complimenting a dish.

Elise: We love Homefarm, it's beautiful in our kitchen and the best part for us is that everything is fresh and at our fingertips. It's great to have all our herbs freshly growing in the kitchen with no spiders and bugs living in our herbs.

Stephanie: We have loved having a Homefarm in our studio, great to have super fresh microgreens and herbs just "ripe for the picking!"

Clare: Homefarm is an aesthetically pleasing addition to our kitchen and has brought a fun element into our home. Once our crops start germinating and bursts of green emerge from the grow trays, I know that our crops will be a healthy, organic and much-loved addition to every meal.

Petra: As a young parent, it was difficult for me to get my young kids to eat green foods, especially lettuce and spinach. But with our Homefarm, they pick these greens themselves and decorate their plates. So cool!

Geoffrey: I love this machine! The only downside to having a Homefarm is that it's a popular conversation starter. I'm always asked about it and have conversations with everyone each time they enter my kitchen. Everyone that has seen it has asked me about it. It's straightforward to use, the kids love "planting" and it's fun to grow your greens!

Evon: The gift that keeps on giving. I've used my Homefarm to grow, propagate and clone basil. The basil has done extremely well and has supplied my household and me with all of the basil our hearts could have desired.

Sally: I love having pristine, fresh herbs available at any time. Rocket, basil and a range of micro leaves are never on my shopping list anymore. I love the challenge of creating meals around what crop I will be harvesting from my Homefarm each week.

Our Partners and Key Clients



Contact us

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