



It's a fresh new world

Product Guide



 Masterzen

Do you know all the benefits of growing your own food?

Eating locally has received a lot of publicity lately, but why should you care?



The Zero Mile Diet™

Although it may not seem like it, oil is currently cheap. That's why we pay reasonable prices for food that has been shipped halfway across the world. The average distance food travels from farm to plate is 1,500 miles (2,400 km). Imagine the resources required just to bring you one meal!

A Canadian study found that if the Waterloo, Ontario region replaced all imported food with the same locally grown items, it would save almost 50,000 metric tons of CO₂ in transport-related emissions. That would be like taking 16,191 cars off the road! Imagine what would happen if we reduced that travel distance further by growing food right from our homes.

The Urban Cultivator allows the average family or restaurateur the ability to grow delicious, healthy, and environmentally friendly produce from the comfort of their home or business. We're revolutionizing the way people do food, one kitchen at a time. Join us!

Eating locally through growing your own might have obvious environmental benefits, but consider these other perks:

- 1 100% organic**
Keeping pests away is the most difficult obstacle when growing organic produce. No pesticides are required when you're growing with an Urban Cultivator.
- 2 Full nutritional value**
Transportation time removes nutrition by the time it hits the store, then the shelf, then your table. By growing your own, you get the optimal nutritional levels.
- 3 Superior flavor**
Tasting farm-fresh produce is to experience food at its full potential. Growing your own ensures freshness and complex flavors.



Don't know how to garden?

We make growing easy

See how easy it is to grow in an Urban Cultivator indoor garden

1 INSERT SCREEN INTO TRAY



2 CHOOSE YOUR SOIL (if using)



3 PUT SOIL IN TRAY AND SMOOTH

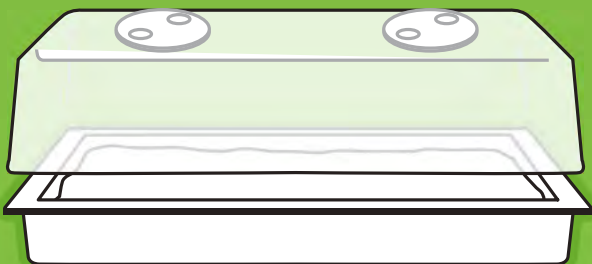


• Fill from 1/2 to 3/4 full if using soil, tap tray down

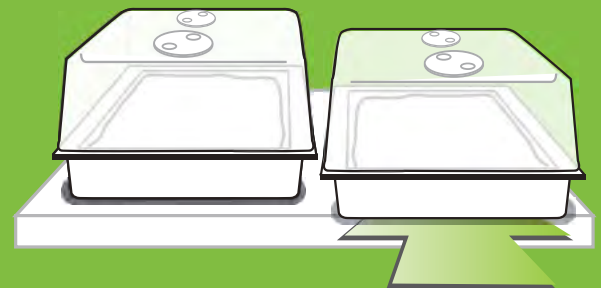
4 SEED EVENLY



5 SECURE HUMIDITY DOME



6 PLACE TRAY ON SHELF IN CULTIVATOR



Urban Cultivator Residential

Fresh is always in season when you're growing your own



Grow herbs and greens all year long

The Urban Cultivator Residential is an all-in-one home garden that lets you enjoy fresh herbs, microgreens, vegetables and flowers 365 days a year. Now it's easier than ever to prepare healthy, delicious meals with greens grown from your own home.

Minimal effort, maximum results

The Urban Cultivator's pre-programmed control center self-regulates water, light and humidity levels inside the unit. Plant each flat in a matter of minutes, and with a little weekly maintenance you'll be able to enjoy lush, flavorful greens in days. Vegetable gardening has never been easier or more accessible.

Innovative and stylish design

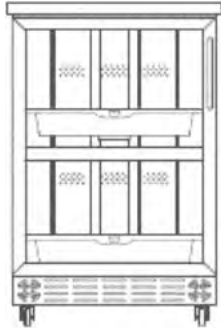
When it comes to your kitchen, we believe you should never have to sacrifice personal style for functionality. The selection of customizable elements ensures there is an Urban Cultivator that will fit seamlessly into your personal design.



Customize your Cultivator

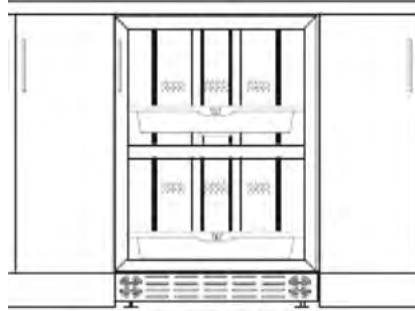
Customizable options to make Urban Cultivator work for you

Stand-alone unit with counter:



Product Dimensions
(with countertop)
Depth: 25" (63.5 cm)
Width: 25" (63.5 cm)
Height: 38" (96.52 cm)

Built-in unit:



Product Dimensions
(without countertop OR wheels)
Depth: 24" (60.96 cm)
Width: 24" (60.96 cm)
Height: 34 1/4" (87.9 cm)

Cabinet options:

- Handle on right or left side
- Castors or adjustable feet
- Stand-alone or city water hook-up

Standard accessories:

- Organic nutrients
- Four humidity domes
- Four grow flats
- Rubbermaid soil mixing tub

Product specifications:

- 17Litre Reservoir
- 3/8" Hose Connection
- Install 5' From City Water In & Out
- Install 2' From 110vPower

Cutting board options:



Cherry

Oak



Walnut

Maple



Stainless Steel

Glass door options:



Clear glass



Dark tint



Half-tone screen



Crystal glass

Urban Cultivator Commercial

Revolutionize your menu with ingredients grown in-house

Grow all year long

Grow herbs, microgreens, and vegetables for your restaurant 365 days a year. Nothing beats the flavor and overall quality of greens freshly harvested. It's a difference you and your customers will notice and appreciate.

Great for Business

Growing your own shows your commitment to locally sourced and sustainably grown ingredients, and it cuts down on unnecessary waste. Harvest what you need, when you need it, and let the rest continue to grow.

The Urban Cultivator Commercial is meticulously designed to maximize yield while using minimal energy. Depending on the amount of greens you go through per month, the Urban Cultivator Commercial can pay for itself in just under a year.



A few of the businesses that use Urban Cultivator include...



Urban Cultivator Commercial

Product information and ROI for the modern restaurant



Product dimensions:

Depth: 29 1/2" (74.93 cm)

Depth w/ Door: 54" (137.16cm)

Width: 66" (167.64cm)

Height: 79" (203.2 cm)

Included accessories:

- 🌿 Liquid plant food
- 🌿 16grow flats
- 🌿 16humidity domes
- 🌿 Storage & calibration solution

Product requirements:

- 🌿 City water hook-up preferred (80 litre reservoir)
- 🌿 3/8in. FNPT connections for water & drain
- 🌿 Install to drain no higher than 4 ft from the floor
- 🌿 4 ft from 110V power outlet

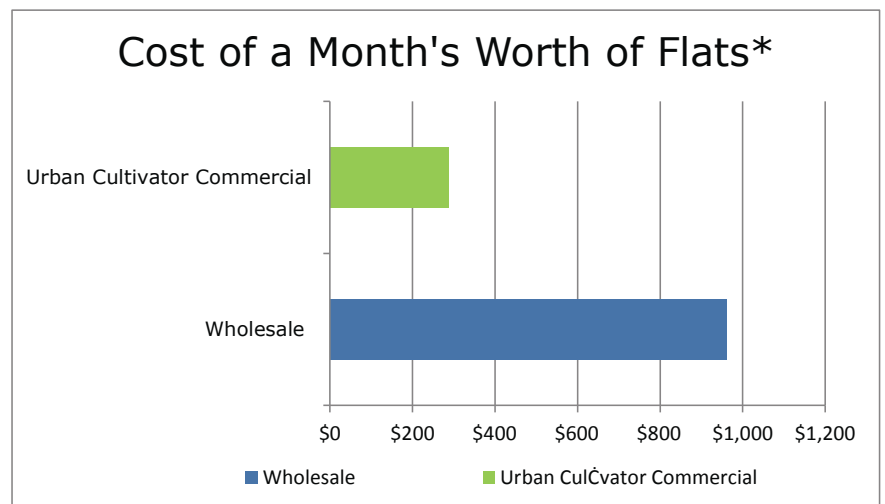
Energy efficiency:

- 🌿 Uses T5 fluorescent bulbs
- 🌿 Averages \$50 a year in electricity

Monthly cost savings

Growing your own flats of microgreens with an Urban Cultivator can save up to 80% off the wholesale price. Based on the numbers in the graph, an Urban Cultivator will pay for itself in just under a year.

- 🟢 \$3.50 per flat average
- 🟠 \$30 per flat average



* Based on 32 flats per month



Ned Bell
YEW Restaurant
Four Seasons Vancouver

“

The absolutely freshest
greens possible for 80% less?
One of the smartest
decisions I ever made”

Growing your own saves money

The Urban Cultivator will pay for itself in no time at all

Wheatgrass and peashoots

Restaurants typically go through an average of seven to 10 flats per week.

- One Urban Cultivator Commercial can grow 16 flats and is able to yield one to two flats per day.
- The average wholesale price of wheatgrass and peashoots is \$30 per flat.
- Using 1 flat per day = \$820 per month in savings.

Classic herbs (e.g. basil, tarragon, oregano, etc.)

- Urban Cultivator Commercials have the ability to harvest an average of two to four flats per week.
- At an average of \$35 per flat you save \$600 per month.
- The Urban Cultivator Commercial gives savings of over \$7,200 per year.

Microgreens and lettuces (e.g. shiso, broccoli, radish, etc.)

- You can begin to harvest just one to four weeks after planting.
- Urban Cultivator Commercials can harvest four to eight flats per week with an average value of \$30 per flat, giving a return of up to \$940 per month in savings (based on eight flats per week)
- The Urban Cultivator Commercial gives savings of over \$10,000 per year.

Financing options are available!



Popular things to grow



Seeds available for purchase

Urban Cultivator offers a variety of seeds for purchase at great prices. Although you can use seed bought from your local garden store, they tend to be seasonally available and expensive. Seeds are usually only available for purchase in the spring and summer months and can cost anywhere from \$2.00 to \$7.00 per package. We sow heavier, which usually means two to 10 of these packages are required per flats.

Our seeds have been selected specifically for the Urban Cultivator after testing hundreds of different varieties.

What you can grow



Pepper Arugula

Grow Time:
3 Weeks

Harvest Weight:
100g



Bright Basil

Grow Time:
5-6 Weeks

Harvest Weight:
230g



Crimson Beet Tops

Grow Time:
2 Weeks

Harvest Weight:
170g



Mighty Broccoli

Grow Time:
1 Week

Harvest Weight:
200g



Delicate Chervil

Grow Time:
3 Weeks

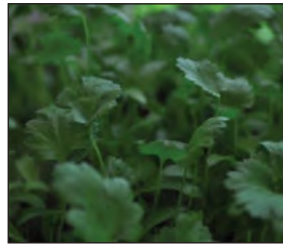
Harvest Weight:
100g



Mild Chives

Grow Time:
2-3 Weeks

Harvest Weight:
40g



Fragrant Cilantro

Grow Time:
3 Weeks

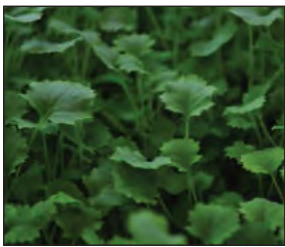
Harvest Weight:
110g



Citrus Dill

Grow Time:
3 Weeks

Harvest Weight:
70g



Power Kale

Grow Time:
2 Weeks

Harvest Weight:
180g



Tangy Lemon Balm

Grow Time:
4 Weeks

Harvest Weight:
90g



Crisp Lettuce

Grow Time:
3 Weeks

Harvest Weight:
65g



Aromatic Marjoram

Grow Time:
3 Weeks

Harvest Weight:
80g



Sharp Mustard

Grow Time:
2 Weeks

Harvest Weight:
200g



Wasabi Nasturtium

Grow Time:
1-2 Weeks

Harvest Weight:
270g



Wild Oregano

Grow Time:
3 Weeks

Harvest Weight:
25g



Fresh Parsley

Grow Time:
4 Weeks

Harvest Weight:
50g



Sugar Pea

Grow Time:
2-3 Weeks

Harvest Weight:
430g



Woodsy Sage

Grow Time:
2 Weeks

Harvest Weight:
85g



Umami Savory

Grow Time:
2 Weeks

Harvest Weight:
70g



Tart Sorrel

Grow Time:
1 Week

Harvest Weight:
200g



Minty Thyme

Grow Time:
4 Weeks

Harvest Weight:
50g



Sweet Wheatgrass

Grow Time:
1 Week

Harvest Weight:
275g

... and so much more!

Contact Urban Cultivator

Let our friendly Grow Consultants show you how to get the most from an Urban Cultivator.

Call our head office seven days a week for any of your growing needs.

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