

Peel Agri-innovation Ecosystem CASE STUDY

Eden Towers



Growing the Peel's agri-innovation and food production sectors is a priority for the Peel region as outlined in the Peel Development Commission's Strategic Plan (2023-2025) and the Peel Regional Investment Blueprint. This case study highlights the outcomes of an agribusiness engaging with the agrifood innovation ecosystem, supported by the Commission's programs, investments, and partnerships.

About the business

Eden Towers is a dynamic and innovative future food company that is shaking up the fresh produce industry with its cutting-edge vertical farming technology and controlled environment agriculture.

The types of crops they grow include leafy greens, herbs, micro greens, and edible flowers.

Apart from farming, they also have a vision to change the way we eat, by going direct from their farms to consumers and reducing delivery timeframes that may result in products being less fresh when they arrive.

"Access to the FIPWA ecosystem was fundamental and allowed further exploration of alternative proteins and commercial R&D relationships."

- Christian Prokscha, Co-founder, Eden Towers

Engagement with FIPWA/agri-innovation ecosystem

Eden Towers connected with Dr Chris Vas from the **Food Innovation Precinct Western Australia (FIPWA)** in 2020 after a crowdfunding campaign and press events.

They started exploring what they could do in innovative food ventures and food technology. **FIPWA** introduced them to the Peel Development Commission and they visited the FIPWA at the Peel Business Park - Nambeelup Kaadadjan.

Eden Towers was attracted to the Solar Microgrid at the Peel Business Park. Solar energy is critical for their carbon-neutral business, and within six months, Eden Towers had put an offer in on a parcel of land in the Peel Business Park.



Engagement with FIPWA/agri-innovation ecosystem (cont.)

The most unique part of the ecosystem is how the PDC, FIPWA and Shire of Murray partners work together to enable businesses to achieve outcomes. The **FIPWA** ecosystem has connected Eden Towers to state and Australian government organisations, various grant funding programs, business opportunities, international business partnerships, and research and development innovation partnerships both locally and interstate.

Eden Towers was successful in securing a \$170,000 **Regional Economic Development (RED) Grant**. This helped them pursue innovation and Research and Development (R&D) for Indigenous crops and helped them put together the right program for R&D and build their Vertical Farm in the Peel Business Park. The capital funding allowed them to introduce technology, and invest in R&D and nutritional analysis sooner than they had planned.

Eden Towers was the first grant recipient of **FIPWA's Enterprise Support program** receiving \$200K in funding, with the program being centred around the ecosystem between Murdoch University, FIPWA, The GrowHub, Eden Towers' work with Indigenous crops. The project is a collaboration with Murdoch University and Future Food Systems Cooperative Research Centre to develop a program around Indigenous crops for food and non-food as well as nursery plants for reforestation, revegetation, and carbon farming initiatives.

About Eden Towers

Eden Towers "are building sustainable indoor vertical farms of the future. Their farms are not comparable to open field or greenhouse farms. They farm vertically and use 98% less water, 1/10th of the space, create almost zero emissions and we use cool stuff like IoT, AI & robots to automate from seeding to harvesting. This is true farm to plate!"

At Eden Towers they "want to see people becoming healthy from the inside, providing fresh produce loaded with nutrition to help immunity and good health." (Source: Eden Towers website)

For more information about the Food Innovation Precinct Western Australia please visit their website: <https://fipwa.com.au>

For further details about Eden Towers, visit: <https://www.edentowers.life>



Benefits to the business

The positive media coverage and marketing from the RED Grant provided reassurance to Eden Towers' investors about the viability of their operation.

"The **FIPWA** has given our investors confidence in our business. Our crowd-funding investors (mum and dad retail-type investors) contacted the FIPWA following media releases to validate the business' activities with their broader plan. For institutional investors, an affiliation with the ecosystem and physical infrastructure of the FIPWA has given them confidence in our choice to build our first farm at the Peel Business Park within this ecosystem", said Mr Prokscha.

According to Mr Prokscha, "Access to the **FIPWA** ecosystem is fundamental and allows us to work with other partners to explore other opportunities, such as using Indigenous crops or alternative proteins and finding commercial and R&D relationships which we might not find naturally. Having access to the common-user equipment will allow us to use equipment on a rental basis so that we can innovate, develop new products, and come up with new commercialisation strategies."

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Sustainable jobs
Diverse industries



peel.wa.gov.au