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January 2, 08

## **Las Vegas to Build World's First 30 Story Vertical Farm**

Las Vegas the tourist mecca of the World is set to begin development of the World's first vertical farm. The \$200 million dollar project is designed to be a functional and profitable working farm growing enough food to feed 72,000 people for a year and provide another tourist attraction to the city that does everything in a larger than life way.

The World currently uses about 80% of the available farm land and 60% of the earth's population lives near or in an urban environment so the logical choice for farming is to go up for land where the environment can be controlled and where distribution is local. Las Vegas is seen as the perfect location for this project by Nevada State officials who would like to demonstrate their sustainability and environmental awareness instead of projecting an image of waste and excess.

Although the project initial cost is high at \$200 million, with annual revenue of \$25 million from produce and another \$15 million from tourists the 30 story vertical farm would be about as profitable as a casino with operating expenses only being about \$6 million a year.

There would be about 100 different crops grown ranging from strawberries to lettuce even miniature banana trees could be grown from each floors specially controlled environment. The products would go straight to the casinos and hotel properties and be a very visible and desirable addition to the overall Las Vegas experience. Design details should be worked out in 2008 and the project could open its doors by the middle of 2010.

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Revenue from the 30 story Vertical Farm would approach \$40 Annually