

Grove Launches the Ecosystem to Change the Way We Grow Food

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The Grove Ecosystem, now available for purchase on Kickstarter, is an intelligent, indoor garden that is set to change the way Americans think about and grow their own food. (Photo: Business Wire)

SOMERVILLE, Mass.—([BUSINESS WIRE](#))—[Grove](#), the startup that is leading the movement toward sustainable, diversified agriculture, today nationally launched its first product, the [Grove Ecosystem](#) (“Ecosystem”), after months of extensive prototype testing with a group of more than 50 early adopters in Boston. The Ecosystem, now available for purchase on [Kickstarter](#), is an intelligent, indoor garden that is set to change the way Americans think about and grow their own food.

Grove Ecosystem — the intelligent, indoor garden — launches to change the way we grow food.

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“Our mission is to empower people to grow and source fresh, local food and the Grove Ecosystem is the first step in that movement,” said Gabe Blanchet, Co-founder and CEO of Grove. “What started as an idea in an MIT fraternity has blossomed into a whole movement aimed at making the global food system more resilient, while promoting healthier food choices among consumers. We believe the Ecosystem can inspire and educate the next generation on sustainable, ecological farming and gardening.”

Using a process called aquaponics, the Ecosystem is designed to help fish, plants and beneficial microbes work in symbiosis and reliably provide the nutrients needed to grow herbs, small fruits

and vegetables, including lettuces, peppers and tomatoes. With the Ecosystem, your family can harvest delicious salad greens for healthy snacking and meals each week, and cultivate fresh, aromatic herbs to enhance your culinary style.

About the size of a bookshelf, the Ecosystem pairs with Grove OS, an app that guides users through the growing process and allows them to control their system from their mobile devices to set water and light levels, purchase curated supplies and connect with other growers in the Grove Community. Grove has also developed its own leak-proof plumbing and utilizes the most efficient LED-lighting available in the market for the Ecosystem, which triples as an air purifier and light source in the home.

“The Grove Ecosystem has been a huge, positive part of our lives for the past six months,” said Jessica Steele, one of Grove’s early adopters. “Every evening my kids rush over to check the plants and the fish or harvest something fresh and delicious. Now that we have a Grove, we can’t imagine life without it.”

Grove has secured more than \$4M in seed funding from investors including Upfront Ventures, Vayner/RSE, Rugged Ventures, Felicis Ventures, Galvanize Ventures and Tim Ferriss. The company has plans for additional products and services designed to help people source local, fresh food at varying price points to be launched in 2016 and beyond.

Pricing & Availability

The Grove Ecosystem will retail for an estimated \$4,500 USD starting in 2016. Early adopters can purchase the Ecosystem for \$2,700-3,500, depending on tier, through the Kickstarter campaign that runs through December 10, 2015. Kickstarter orders will begin shipping in March and are limited to continental U.S. customers.
