

Berlin Grocery with Vertical Micro-Farm Reimagines the Future of Produce Departments

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INFARM's vertical micro-farm grows fresh greens inside Berlin's METRO Cash & Carry supermarket.

Grocers are in constantly pursuit of ways to connect their customers with the freshest, highest quality produce, but it's a challenge when veggies have to be harvested at the farm and transported to market. [INFARM](#) is cutting out the middle man by placing [vertical micro-farms inside Berlin supermarkets](#), as a way to deliver the freshest possible produce to hungry customers. The “farming as a service” option is testing out a live herb garden right in the aisles of METRO Cash & Carry and, if consumers like it, we may be seeing the beginning of a new trend in supermarket fare.

The [indoor urban farming pioneers](#) launched the in-store micro-farm six months ago, as the start of a year-long pilot program. Currently, the [vertical greenhouse](#) grows only herbs and salad greens, but INFARM says the modular micro-farm equipment can be reconfigured to grow other crops, too – including tomatoes, peppers, and other plants that grow well in an [aquaponic](#) environment. The Berlin grocery marks “the first in-store farm in Europe,” according to Fabio Ziemssen, METRO’s head of food innovation, and INFARM has its sights on expanding into other supermarket locations once the pilot program ends.
