

Beat: Lifestyle

## LAUNCH OF A COMPLETELY PERCHED AROMATIC FARM IN PARIS

BY BEAUGRENELLE PARIS & WESH GROW

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**USPA NEWS** - Today, more and more people live in urban areas. The need for fresh and safe food increases every day. For cities worldwide, this is a key challenge. Intensive, integrated urban farming systems are an opportunity to address this need in a sustainable, innovative and effective way, an important step to complement all urban farming initiatives.

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Urban Farmers WESH GROW grow fresh & tasty produce locally for cities, integrating farms with existing buildings to benefit from waste energy and reduce their environmental impact. Ultra-local production in total permaculture, without chemicals or pesticides.

This is combined with the will of Paris City Hall to work for the development of biodiversity and fight against climate change, by promoting short circuits thanks to the project (#Parisculteurs). Thanks to this project, the city now has more than 20 hectares of urban agriculture.

This novelty is also fully in line with the strategy of RSE d'Apsy, designer, manager and investor of Beaugrenelle. This revolves around 3 main pillars:

- Co-build the resilient city,
- Promote inclusion and local economic development
- Stimulate a dynamic of change towards all stakeholders (visitors, tenants, partners, collaborators...)

On the Rooftop of Beaugrenelle Paris, Wesh Grow now cultivates more than 50 species with an ultra-local distribution excluding any transport that could weaken the aromatics. The result is a fairer short circuit for all stakeholders and a safeguard of all the flavors and nutritional values of aromatics.

The aromatics are thus sold to restaurants and shops in the area. Beaugrenelle's public is also expected to benefit from ephemeral sales of aromatic bouquets and herbal teas. Adding to that, six treated hives produce up to 500 kilos of honey every year.

Briefly:

- Discovery of Urban Farms: Saturday September 19, Sunday September 20, Saturday October 3, 2020
- Discovery of Hives: Saturday 26 & Sunday 27 September 2020

Source: Wesh Grow & Beaugrenelle Paris - Guided Tour given by Laurent COURAUDON ( CEO Wesh Grow), on September 18, 2020

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