



# TITLETOWNTech

For Immediate Release

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## **Ag-Tech startup, Fork Farms, Brings Sustainable Food Movement to TitletownTech**

TitletownTech invests in growing happier, healthier lifestyles

**Green Bay, Wisconsin** – TitletownTech today announced their investment in Fork Farms, an ag-tech startup that revolutionizes the future of fresh food production. Fork Farms' flagship product, the Flex Farm, is an indoor vertical hydroponic system that is energy and cost efficient. The Flex Farm makes sustainable food practices both easy and accessible for everyone; from educators and home growers to commercial users and nonprofits.

"We're excited to partner with Fork Farms and continue to see the impact they will have on the market," said Craig Dickman, Managing Director at TitletownTech. "Low accessibility of fresh food is a huge problem for many people, and Fork Farms is a great example of local entrepreneurs chasing a big opportunity to make positive change."

The Founder of Fork Farms, Alex Tyink, has a background in urban agriculture and has witnessed the challenges surrounding availability and access of fresh food. With Tyink's decade of experience in the social services sector, he set out to help people lead healthier and happier lifestyles through the disruption of the traditional food system. Fork Farms was the winner of the 2019 Wisconsin Innovation Award for product design and is [recently published in Placemaking Postcards blog series](#) from the Bass Center at Brookings Institute.

"TitletownTech is an incredibly innovative model that will significantly bolster the local start-up economy. It provides an exemplary blueprint that should be followed by other organizations around the country. The depth of support is unprecedented and will provide Fork Farms significant acceleration and lift to our organization's mission of unleashing the power of fresh food production. Fork Farms' is looking forward to exponentially growing our business and focusing on ways that we can create transformative social benefit," said Alex Tyink.

Vertical hydroponic systems are at the forefront of eco-friendly growing initiatives. The Fork Farms' Flex Farm eliminates food transportation costs, consumes 97% less water than traditional agriculture practices, and is 40% more energy efficient compared to hydroponic systems in the market. The Flex Farm is also a versatile hands-on learning tool and comes with robust educational opportunities and lessons. TitletownTech is excited to partner with Fork Farms to bring sustainable, environmentally conscious Flex Farm systems into more markets across the U.S.

### About Fork Farms

Fork Farms started on the principle that growing fresh and healthy food is a vehicle for positive change in the world. We believe that having consistent access to the freshest, highest quality food is a human right. That's why we created the Flex Farm, a highly efficient, indoor vertical hydroponic system that is



easy to use and continually provides harvest after harvest of fresh produce. Our patented technology is the product of more than a decade's worth of continuous research and development of prototypes. The Flex Farm can produce up to 3,400 plants annually, requires less than three hours of maintenance per month, and costs less than \$1.00 per pound to operate. The Flex Farm is 40% more energy-efficient than other hydroponic systems, uses 97% less water than traditional agriculture and has zero food miles and minimal waste. We know our technology can be a true conduit for social change. We at Fork Farms envision a future with a food system that places the benefits of nutrition into the hands of every person. [forkfarms.com](http://forkfarms.com).

### About TitledownTech

Formed out of a partnership between the Green Bay Packers and Microsoft, TitledownTech builds, enables and invests in early-stage and existing businesses. The organization identifies solutions, develops startups, and funds entrepreneurs across five key verticals: sports, media and entertainment; digital health; agriculture, water & environment; advanced manufacturing; and supply chain technology. Through a three-part structure, TitledownTech enables innovation, exploration, and disruption to address industry challenges. The Innovation Lab identifies and explores digital, transformative solutions. The Venture Studio develops creative market solutions with new and existing startups. The Venture Fund invests in high-growth scalable ventures that leverage the region's strengths. [www.titledowntech.com](http://www.titledowntech.com).