

LettUs Grow

LettUs Grow is a Bristol-based B-Corp established in 2015 specialising in aeroponics technology.

1. Business Profile

- **Type of CEA:** Aeroponics (advanced, ultrasonic humidification-based systems); also supports hydroponics
- **Scale:** technology supplier with global reach; systems deployed in greenhouses, vertical farms, and container farms
- **Energy Source:** designed to integrate with renewable energy systems
- **Ownership Structure:** Privately held, venture capital-backed company with multiple funding rounds; founded by Charlie Guy, Jack Farmer, and Ben Crowther



2. Origin & Opportunity

LettUs Grow was founded in 2015 out of a desire to localise food production and reduce reliance on long, fragile supply chains. Their mission evolved into transforming food systems through sustainable technology, first via container farms and now through advanced aeroponic systems for greenhouses and vertical farms.

3. Specifications

CROPS GROWN	Strong results have been demonstrated with a range of leafy greens and herbs, particularly in aeroponic systems. Their technology has been successfully used to grow spinach, watercress, lettuce, basil, and rocket, with notable value in propagation for transplanting into other growing systems
INFRASTRUCTURE AND REGULATIONS	<ul style="list-style-type: none"> • Essential infrastructure includes water, energy, and optional automation depending on connectivity. • The Aeroponic Rolling Benches™ are designed to retrofit into both high-tech greenhouses and vertical farms, allowing growers to maintain or enhance existing environmental control systems. • Light and heat requirements vary by season, location and structure. • Energy costs are a critical factor in viability— energy starter guide can be found here. • Systems are designed to be simple and replicable, reducing complexity in installation and operation. • B-Corp status and application to food-grade installations imply compliance with environmental and food safety standards is necessary.
SUSTAINABILITY AND COMMUNITY ENGAGEMENT	<ul style="list-style-type: none"> • Waste Reduction: Aeroponics uses significantly less water and fertiliser than traditional methods. Zero pesticide use reduces chemical runoff and environmental impact. Systems support propagation, reducing the need to ship starter plants long distances. • Community Integration: container farms and modular systems are used to support local food models, such as community supported agriculture.

	<p>Emphasis on right-sizing production to meet local demand (e.g. restaurants vs. households). Supports community training and education to build local capacity.</p> <ul style="list-style-type: none"> • Environmental Controls: nozzle-free ultrasonic misting uses sound waves to create a fine nutrient mist, delivering moisture and nutrients directly to plant roots suspended in air. This enhances oxygen availability and root health. By suspending roots in air and avoiding waterlogging, the system promotes faster growth and higher yields—up to 20% more than hydroponics, depending on the crop.
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4. Business Model & Operations

TARGET MARKETS	<p>Primary customers are commercial growers using greenhouses and vertical farms, as well as local food retailers and supply chains. The market strategy focuses on premium, fast-growing crops suited to high-margin markets. Emphasis on localised production to reduce food miles and improve freshness. Container farms are offered for remote and bespoke applications, but the core focus is on scalable aeroponics for commercial integration.</p>
PRICING STRATEGY	<ul style="list-style-type: none"> • Scale is key to reducing costs, particularly CapEx, OpEx and labour costs. The shift from container farms to scalable aeroponic systems reflects a strategy to make pricing more competitive through economies of scale. • LettUs Grow advises customers to secure low-cost renewable energy as a key to ensuring operational viability. This indirectly affects pricing strategy by influencing production costs.
LABOUR & SKILLS	<ul style="list-style-type: none"> • LettUs Grow provides hands-on training and technical support, as aeroponics is still a relatively new technology. • Labour needs vary by scale: small farms may be more manual, while larger systems benefit from automation. • The company supports global trials and projects, helping customers build capacity and confidence in using the technology.

5. Conclusions and Recommendations

<ul style="list-style-type: none"> ➤ Scalability and Sustainability Are Key: LettUs Grow’s transition from container farms to aeroponics technology provision reflects a strategic pivot toward scalable, energy-efficient solutions that can integrate with existing greenhouse infrastructure. ➤ Energy Model Is Critical: CEA is highly sensitive to energy costs. Success depends on aligning with renewable energy sources, especially in remote or urban settings. ➤ Community-Centric Design Matters: The success of small-scale or community-based CEA models hinges on accurately sizing production to local demand and involving communities in crop selection and planning. ➤ Technology Adoption Requires Support: Aeroponics, while promising, is still emerging. Ongoing training and support are essential to ensure successful adoption and operation. 	 <p>The image shows four men in a greenhouse setting, focused on examining a tray of young green leafy plants. They are dressed in business-casual attire. The background shows the structural elements of a large greenhouse with a translucent roof.</p>
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