



# FREEDOM = GREEN CASE STUDY

## ABOUT FREEDOM GREEN FARMS

Freedom Green Farms started off as an idea and has since grown into a rapidly expanding local business located in Kalkaska, Michigan. With the core values of “sustainably made, simply clean”, Freedom Green is committed to reducing their environmental impact and offering natural products that are clean and pesticide-free.

Freedom Green came to Pipp wanting to grow based on the genetics they received and the demand for those products, while having the ability to produce what they want, when they want, and with the ability to adjust with their cultivars.

## PLANNING

The Freedom Green team had many questions about going vertical. How are we going to work on that second level? Is it going to be safe? Will the plants receive the same amount of attention on the second level? Pipp Horticulture worked side-by-side with the Freedom Green’s team to answer all of their questions and to develop a plan to convert their 21,000-square-foot facility into a mobile vertical farming canopy space.



## THE GOAL

### GROW

vertically to maximize canopy space within a set footprint



### MOVEMENT

of aisles for a better workflow



### INCREASED SAFETY

for employees







## THE SOLUTION

By converting to Pipp's Mobile Vertical Racking Systems, Freedom Green was able to add an additional level of growing space. This gave them the flexibility needed to increase production and specialize their grow operation. By implementing Pipp's ELEVATE® Platform System, growers are able to easily and safely access plants on the upper levels, ensuring that the plants are properly cared for and that Freedom Greens can provide the highest quality products possible to their customers.



## THE RESULTS

**MULTI-TIER**  
cultivation system installed

**SAFER WORK SPACE**  
with movable aisles and easy access to upper levels

**SECOND LEVEL**  
of canopy space created



“Employees feel safer operating on the second level with the ELEVATE® Platform System, and it’s just cleaner and safer for us. So really, it’s been a huge benefit to our operation.”

- **DREW NOWAK**, Founder/CEO of Freedom Green Farms

