

Community Gardens and Tower Farms FAQ

Why did The Juice Plus+ Company decide to acquire the commercial rights to Tower Garden by merging with Future Growing?

Mission: Tower Farms clearly adds to the positive image of the Juice Plus+ Company and attracts broader interest in our company and our products. Simply put, commercial farming extends our ability to Inspire Healthy Living Around the World.

Synergy: Commercial installations help drive residential sales, and residential sales lead to commercial installations. With five years under our belts, both of our companies realized that we are stronger as one.

Clarity: Both Juice Plus+ representatives and Future Growing representatives were finding potential customers interested in small, community gardens of between 9-12 Tower Gardens. We want all of our Representatives to have the ability to provide their customers with the 9-12 Tower Garden installations.

What does this mean for Juice Plus+ Representatives?

All Juice Plus+ Representatives are able to now sell Community Gardens of up to 12 Tower Gardens. We've created a new Community Garden package to help support these larger sales. We also now offer a gravity feed system as an accessory to make it easier to keep the reservoirs full and at the appropriate nutrient level.

Any installation of more than 12 towers will be considered a **Tower Farm**, and handled by our new Tower Farms Authorized Commercial Representatives.

Who can sell Tower Farms?

All Tower Farms will be sold and serviced by a small number of pre-selected Authorized Commercial Representative (ACR). The reason for this is twofold:

Better Service for our Customers

All of our new Authorized Commercial Representatives have experience in the planning, construction, and on-going management of commercial installations. This experience allows us to provide the know-how and service that larger scale commercial installations require.

Elimination of Distraction for our Representatives

We do not want pursuit of commercial farms to be a distraction from our core Juice Plus+ and residential Tower Garden business for anyone.

The sales process for a commercial farm is completely different from the regular Juice Plus+/Tower Garden business. In addition to the expertise required, the commitment, work and patience required for each customer is also vastly different. It often takes many months of effort to close a sale; many more months before a prospective commercial farm is up and running; and then years of on-going support after the sale. This makes it fundamentally incompatible with our regular Juice Plus+/Tower Garden business.

What if I know someone who may be interested in a commercial Tower Farm? Will I be compensated in any way?

If you know someone interested in building their own Tower Farm, you can submit a Tower Farm Lead Form (found on your Virtual Office) and email it to farmsupport@towerfarms.com. Your lead will be assigned by the company to one of our an Authorized Commercial Representatives.

If your lead turns into a sale, you will receive a one-time 10% referral fee on the Tower Garden portion of the sale. Each of your three qualified “upline” representatives will also receive a 1.25% referral fee. These referral fees will be handled as commission adjustments on your regular Juice Plus+ commission checks. There is no Promotional Volume associated with the Tower Farms.

If a new Tower Farms customer decides to become a Juice Plus+ representative, he or she will be assigned to you to become your Juice Plus+ team member.

If the Tower Farm you successfully refer is located nearby, you will have the opportunity to partner with them in any number of ways, such as providing seedlings for you and your customers; Tower Farm tours for your prospective customers; and even trainings from these new Tower Garden experts in your backyard. In short, the farm can become a showcase for you and your business.

Will Tower Farms be sold internationally?

International inquiries and leads will be handled on a case-by-case basis.