

CATEGORY: HORTICULTURAL PRACTICES IMPACTING HEALTH

Plant-Based Businesses

Green entrepreneurship is thriving and expanding (Venumadhav, 2025). Business innovations continue to emerge within the horticultural and agricultural fields, for processes and products that provide edible and ornamental plants appealing to consumers.

A particularly strong segment in this area are businesses involved in plant-based alternative foods, both small and large global companies (Davis, 2026; [Top 10 Plant-based Food Companies in the World](#)). Consumer demand is driving this – people continue to be interested in making healthier lifestyle choices including plant-based alternative foods. Related to this are businesses growing and processing plant-based food including availability (and techniques to hasten maturity) of fruit, and use of refurbished shipping containers for hydroponic plant production for example (Fleming, 2021).

Another facet of plant-based businesses are those providing services, for example, marketplace platforms and interiorscaping, which are also seeing rapid growth. Plant-based products are now considered to be a key driver of sales growth at grocery retailers nationwide in the U.S., growing almost twice as fast as overall food sales in this \$7 billion market (Good Food Institute, 2021). “Covid-19 pandemic fueled massive growth in the green industry” and this continues (Beeson, 2020). Innovations like urban farms growing in moveable containers, improvements to vertical farming, plant-based menthol cigarettes, and herbal natural alternatives from backyard gardens for hair care suggest the wide scope of plant-based businesses. Research and interest in plant-derived medicine is another area of development (Dehelean et al., 2021; Nasim et al., 2022). Terms like *nutraceutical properties* (referring to specialty teas) (Carloni, et al., 2023), *antinutrients* in plant-based foods during food processing (Faizal et al., 2023), and *bioresources* (from fruit and vegetable waste for bioplastics production) (Gong et al., 2024) are appearing in the literature. Plant-based businesses continue to innovate, expand and grow.

For related resources refer to category: Plant-based Food, Plant-based Nutrition and Food Security Initiatives and category Horticulture Practices Impacting Health all subsets.

Key Organizations

[Green Plants, Green Buildings](#)

[IDEAS for US \(Orlando, FL.\): Food section](#)

[National Initiative for Consumer Horticulture](#)

[Plant Based Foods Association](#)

[Vegpreneur](#)

Books, journals & epublications on plant-based businesses

[Food Business News](#) (and website identifying companies, trends, and product development)

[Food Science and Technology International](#)

[Garden Center magazine](#)

[Greenhouse Management magazine](#)

[Morning AgClips.com](http://MorningAgClips.com)

[Nursery Management magazine](#)

[Produce Grower magazine](#)

[Vegconomist business magazine](#)

Research & articles on plant-based businesses

Recently published selected research & articles:

Agriecture. (2019). [This Florida nonprofit converts lawns into micro-farms](#). *Vegconomist.com*.

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Beeson, L. (2022). [COVID-19 pandemic fueled massive growth in green industry](#). *USA Today*.

BlueCross BlueShield of North Carolina Foundation. (2023). [Case study: Reinvestment partners \(A supplement to Food is Medicine in North Carolina: Healthy food prescriptions now, and in the future\)](#).

Bumgarner, N., Rihn, A., Campbell, J. et al. (2024). [Growing the next generation of horticultural customers and stakeholders through industry and extension outreach collaborations](#). *Journal of Environmental Horticulture*, 42(1).

Campbell, CG., DeLong, AN., & Diaz, JM. (2023). Commercial urban agriculture in Florida: A qualitative needs assessment. *Renewable Agriculture and Food Systems*, 38.

Carloni, P., Girolametti, F., Giorgini, E. et al. (2023). Insights on the nutraceutical properties of different specialty teas grown and processed in a German tea Garden. *Antioxidants (Basel)*, 12(11).

Coleman, PA. (2026). [Leading women of horticulture: Fairview Greenhouses & Garden Center](#). *Greenhouse Management. Mag.com*.

Coleman, P.A. (2023). [Dynamic organic](#). *Garden Center*.

Coleman, P.A. (2024). [Selling the edible landscape](#). *Garden Center*.

Coleman, P.A. (2024). [So you want to grow without soil? Important considerations when investing in hydroponics for new and expanding operations](#). *Produce Grower*.

Davis, T. (2026). Reimagining food systems with private sector innovation. *Foodtank.com*.

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Etheredge, CL., & Waliczek, TM. (2020). [Perceptions of environmental health and willingness to compost fresh cut floral waste by retail flower shop owners](#). *HortTechnology*, 30(6).

Faizal, FI., Ahmad, NH., Yaacob, JS. et al. (2023). Food processing to reduce antinutrients in plant-based foods. *International Food Research Journal*, 30(1).

Fleming, L. (2021). Horticulture for health framework. [ISHS Acta Horticulturae 1330: XV International People Plant Symposium and II International Symposium on Horticultural Therapies: The Role of Horticulture in Human Well-being and Social Development](#).

Flint, M., Bowles, S., Lynn, A. et al. (2023). Novel plant-based meat alternatives: Future opportunities and health considerations. *Proc Nutr Soc.*, 82(3).

Foxx, M. (2021). [NotCo, Three Wishes, and 2Betties among 7 rapidly growing plant-based food companies](#).

Gong, L., Passari, AK., Yin, C. et al. (2024). Sustainable utilization of fruit and vegetable waste bioresources for bioplastics production. *Crit Rev Biotechnol.*, 44(2).

Good Food Institute. (2021). [U.S. retail market data for the plant-based industry](#).

- Gorman, M., Moss, R., Fisher, C. et al. (2023). Perceptions of plant-based fish among Atlantic Canadians. *J Food Sci.*, 88(5).
- Greenhouse Product News. (2026). Concept plants introduce new varieties for greenhouse and landscape markets. *GPNmag.com*.
- Guth, DJ. (2021). [The cost of doing business](#). *Nursery Management*.
- Hindley, C., Legrand, W., & Zaslavskaya, A. (2023). [Biophilic design in the hospitality industry: A window into back of house workspaces](#). In *Advances in hospitality and leisure*, 18 (pp. 1-15). Emerald Publishing Limited.
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- MarketWatch. (2024). U.S. plant-based food analysis report 2024: A \$19+ billion market by 2030 – Industry set to expand with focus on nutrition and sustainability.
- Markham, C. (2022). [Noble endeavors: A Wisconsin nonprofit built a greenhouse operation to employ adults with disabilities](#). *Greenhouse Management*.
- Marquis, C. (2021). [Plant-based foods are our future and entrepreneurs are helping us make the shift](#).
- May, S. (2023). [The inequality pandemic: Agribusiness billionaires profit from pain in Oxfam brief](#). *Food Tank*.
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- Moore, T. (2022). [New medicinal plants course addresses industry needs](#). *Morning AgClips.com*.
- Nasim, N., Sandeep, IS., & Mohanty, S. (2022). Plant-derived natural products for drug discovery: Current approaches and prospects. *The Nucleus*, 65(3).
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- Vegconomist. (2021). [French plant-based producer Roquette will open “world’s largest” pea protein plant in Canada](#).
- Vegconomist. (2021). [Delivery service Plant Infusion expands across UK after initial launch drives national demand](#).
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Examples of plant-based businesses

There are increasing numbers of plant-based businesses, particularly in the food sector. Their websites are used to market their products so their links may not have been included here: *Purvis, The Meatless Farm, Roquette, Planted, Oatly, Barbecue, No Evil Foods, and Impossible Foods* among others.

[A Career in Horticulture: Making a Living Growing Plants](#) – a perspective from a nursery business owner.

[Aerofarms](#), a certified B corporation, uses indoor vertical farming, artificial intelligence and plant biology to improve food systems, food accessibility, and nutrition while promoting food traceability and food safety in the industry.

[Apura Ingredients partners with New Tree Fruit Co.](#) (2026) using processes that extract 100% of inherent sugar from fruit while maintaining full nutrient, color, flavor and acidity in food and beverage products; to be used in Apura’s sugar-reduced products.

[Babylon Micro Farms](#) demonstrates how consumers can grow produce in residential, hospital, resort and corporate settings as a means of better food traceability and safety using hydroponic indoor growing systems.

[Edible Landscapes Florida](#), part of non-profit *IDEAS for Us*, designs, installs and maintains gardens using native and non-native plants.

[Farmery](#), an 8,000 ft market with food shopping on the lower level and produce growing on the upper level, is referred to as “a souped-up produce stand.”

[Gotham Greens](#) celebrates 15 years of expanding its rooftop greenhouses and growing packaged salad brands, now with more than 40 acres of farms across 9 US states.

[GrowUp Box](#) using shipping containers, focus on vertical growing for food production in London, UK.

[Horticultural therapy](#) private practices deliver health services by independent professionally trained practitioners, this occurring in many countries worldwide.

[Imperfect Foods](#) and [Misfits Market](#), among others, sell less-than-market-perfect, slightly bruised and misshapen produce in an effort to reduce food costs and farm waste.

[Montys](#) business is female-led, and creates clean, plant-based essentials (food) like cream cheese and butter, based in Los Angeles, CA.

[Pasona Group](#) in Japan is incorporating vegetable growing in their company's physical facilities with tomatoes dangling from ceilings and rice paddy in lobby.

[Plant2Grow](#) occupational therapy practice by Erika Valdes offers planting classes alongside traditional occupational therapy that mixes creativity, intention and health services.

[Smallhold Specialty Mushrooms](#) has invented proprietary technologies for this food product.

[The Sill](#) is an online houseplant delivery service, with retail storefronts across the US, and markets "plant parenthood" as a lifestyle choice, also offering plant care workshops.

[TofuGo Snacks](#) makes savory protein snacks from tofu with soy bbq and spicy chili; located in Vancouver, Canada, female-led and created in 2026.

[Underground Farm Le Champignon de Bruxelles](#) grows mushrooms in the cellars of Cureghem using organic waste for nutritious mushrooms integrating urban agriculture, circular economy and nutritious food.

[8 commercial urban farms in NYC](#) article featuring urban farms in New York City is from *Hunter College New York City Food Policy Center*.

[80 Acres Farms](#), in Cincinnati, Ohio, is building a large fully automated indoor farm for commercial production.

Videos, webinars & websites on plant-based businesses

[Fleet Farming](#) offers a range of services including gardening and composting virtual classes, garden installation, and school gardening programs and is a non-profit under *IDEAS for Us* umbrella.

[Good Food Institute](#) and its website provide science-based information, research, and funding sources including the latest technology tools and practices for plant-based food in this academic and industry forum.

[Green Plants, Green Buildings](#) website offers a resource library with peer-reviewed articles related to biophilic design, wellbeing and increased productivity in the workplace.

[Growing Joy podcast: The Business of Horticulture, episode 250](#) with interviewer Maria Failla and horticulturist Leslie Halleck discuss this topic.

[National Initiative for Consumer Horticulture](#), a collaborative group that brings academics, industry, educators and public gardens together to educate consumers about the green industry, provides educational materials on its website including print materials, graphics, and educational packets.

[Top 10 Plant-based Food Companies in the World](#) identifies large companies in this sector, based on health-conscious consumer demand focused on plant-based diets.

[Vegpreneur](#) is a community for mission-driven businesses with a plant-based focus, with a website, events, and resources.

[20 Urban Farming Startups to Watch in 2025](#) article includes vertical farms for strawberry production, systems using high voltage to increase crop growth, aeroponic vertical garden system, modular vertical indoor farming structures, use of seed pads for simpler process of microgreen growing and more.

Related organizations

[Bridge2Food](#) - an industry and technical community for plant-based foods and proteins

[Bureau of Economic Analysis \(BEA\)](#)

[North Carolina Food Innovation Lab](#)

[YieldWise, Rockefeller Foundation](#)

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