

Edible Garden launches USDA-certified organic hydroponic basil

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Edible Garden AG Incorporated, a leader in controlled environment agriculture (CEA), locally grown, organic, and sustainable produce and products, announced the launch of its USDA Certified Organic Hydroponic Basil Plant for retail sale. This groundbreaking product redefines the herb category by combining the precision of hydroponics with the trusted standards of USDA Organic certification.

"This launch is truly transformative—not just for Edible Garden, but for the broader organic and CEA sectors," said Jim Kras, Chief Executive Officer of Edible Garden. "By uniting USDA Organic certification with hydroponic cultivation, we are introducing a first-of-its-kind innovation that bridges two traditionally separate agricultural methods. The result is a climate-resilient, resource-efficient product that delivers ultra-fresh flavour, extends shelf life, and significantly reduces food waste thanks to its root-on, living format. Its vibrant, modern packaging enhances visibility in the produce aisle, elevating the in-store experience and supporting premium placement. Beyond its visual appeal, the basil is grown using up to 90 per cent less water than conventional farming and is cultivated locally year-round, reducing food miles and ensuring consistent quality. Most importantly, it aligns with the values of today's health-conscious, environmentally aware consumers, who care deeply about sustainability, clean labels, and product transparency. This is more than just basil; it is a better-for-you choice that embodies our Zero-Waste Inspired mission and reinforces our leadership in controlled environment agriculture."