



Let's grow together.

Just Vertical
& CW Resources.
Indoor Farming For Good.

Hydroponic Growing
Supporting Community
& Employment in
Connecticut.

www.justvertical.com

New Britain, Connecticut Farm. Opportunity Through Growth.

What happens when innovation and purpose align? In New Britain, Connecticut, it created an indoor farm that grows food and opportunity. Just Vertical and CW Resources transformed an underutilized warehouse space into a year-round farming operation, growing fresh produce, developing transferable skills, and delivering sustainable revenue that strengthens both people and community.

The Challenge.



Location

New Britain, Connecticut



Project Delivery

November 2025



Project Leads

Conner Tidd, Just Vertical
Kevin Jakiela, Just Vertical
Bill Green, CW Resources
Michael Carnwright, CW Resources



Hardware Installed

Custom Farm

CW Resources is a not-for-profit dedicated to creating meaningful employment opportunities for individuals with disabilities.

Based in New Britain, Connecticut, CW has devoted their mission to providing meaningful work that helps foster transferable skills and long-term value.

As CW looked ahead, the organization sought an initiative that could expand vocational training, diversify revenue streams, and align with its commitment to sustainability, social impact, and employee growth.

Building on its strengths in packaging, supply chain management, and food services, CW identified an opportunity to vertically integrate by growing

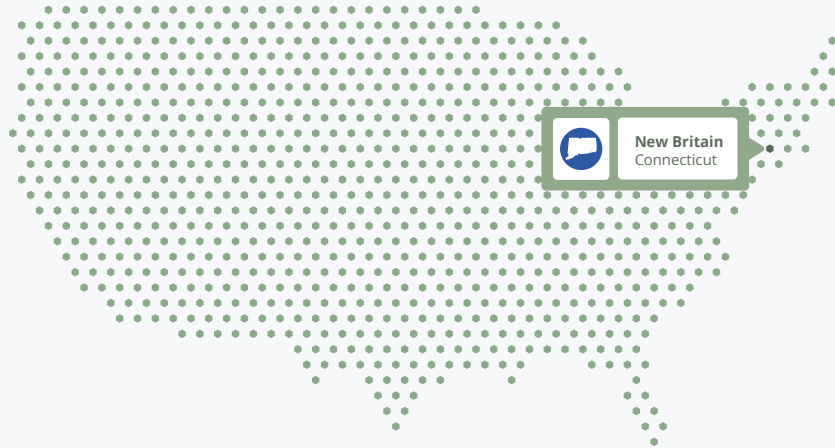
food for market in-house. With access to open space in their warehouse in downtown New Britain, Connecticut, CW wanted a cost-effective use for the space that could generate recurring revenue while giving back.

Within that, the challenge was finding a model that balanced commercial viability with purpose. CW aimed to create scalable employment that delivered real vocational skills while supporting their mandate to provide opportunities to their staff.

The objective was clear: transform unused space into a productive asset that produces fresh food year-round and reinforces CW Resources' mission of personal growth, sustainability, and community impact.



The Business.



CW — A Mission.

CW is dedicated to providing and creating employment opportunities and occupational skills training for all individuals, including those who are physically, developmentally, emotionally, and/or socio-economically challenged.

CW — A Profile.

- 📍 **Founded:** 1964
- 📍 **Employees:** 2,793
- 📍 **Operating States:** 26
- 📍 **Headquarters:** New Britain
- 📍 **CEO & President:** Bill Green

About New Britain.



Located in central Connecticut, New Britain is a historic manufacturing city with deep roots in industry, logistics, and workforce development. Home to a diverse community and a strong network of social enterprises, the city has increasingly focused on revitalizing underutilized spaces to create new economic opportunities and pathways for long-term employment, while reinforcing its commitment to local resilience and economic growth.

The Solution.

It all starts with a seed.

Following months of collaboration between Just Vertical and CW Resources, the project team settled upon a plan to deliver a commercially viable indoor farm aligned with CW's operational goals and workforce needs.

The solution was a bespoke vertical farming system designed specifically for CW's uniquely proportioned warehouse space, engineered to fit the existing footprint while remaining modular to support future expansion and additional revenue generation as the program scales.

The process began with detailed site assessments using architectural drawings, photographs, and in-person evaluations. Just Vertical worked closely with the CW Resources team to align on system design, phasing, and long-term growth, ensuring layouts, workflows, and equipment were optimized for ease of use, maintainability, and the specific capabilities of CW's workforce. This collaborative approach allowed the farm to be tailored not only to the physical space, but also

to daily operational realities and staffing considerations. To reduce operational complexity and support consistency, Just Vertical also integrated IoT-enabled automation within the farm. These systems automate critical variables such as nutrient dosing, pH, and EC, significantly reducing manual intervention while improving predictability, crop quality, and day-to-day operational stability.

The final system that was implemented in November 2025 consists of a scalable network of patented Just Vertical grow racks and towers, with additional parts for the farm sourced from suppliers across North America, with Just Vertical managing procurement, logistics, and installation sequencing.

Just Vertical also coordinated shipping, delivery timelines, and on-site staging and contractor management to ensure a smooth build process. The team then mobilized on-site to build, test, and commission the farm, delivering an intuitive, easy-to-manage indoor farming solution that is flexible, scalable, and built to support CW Resources' long-term operational success.

Key Growing Metrics.

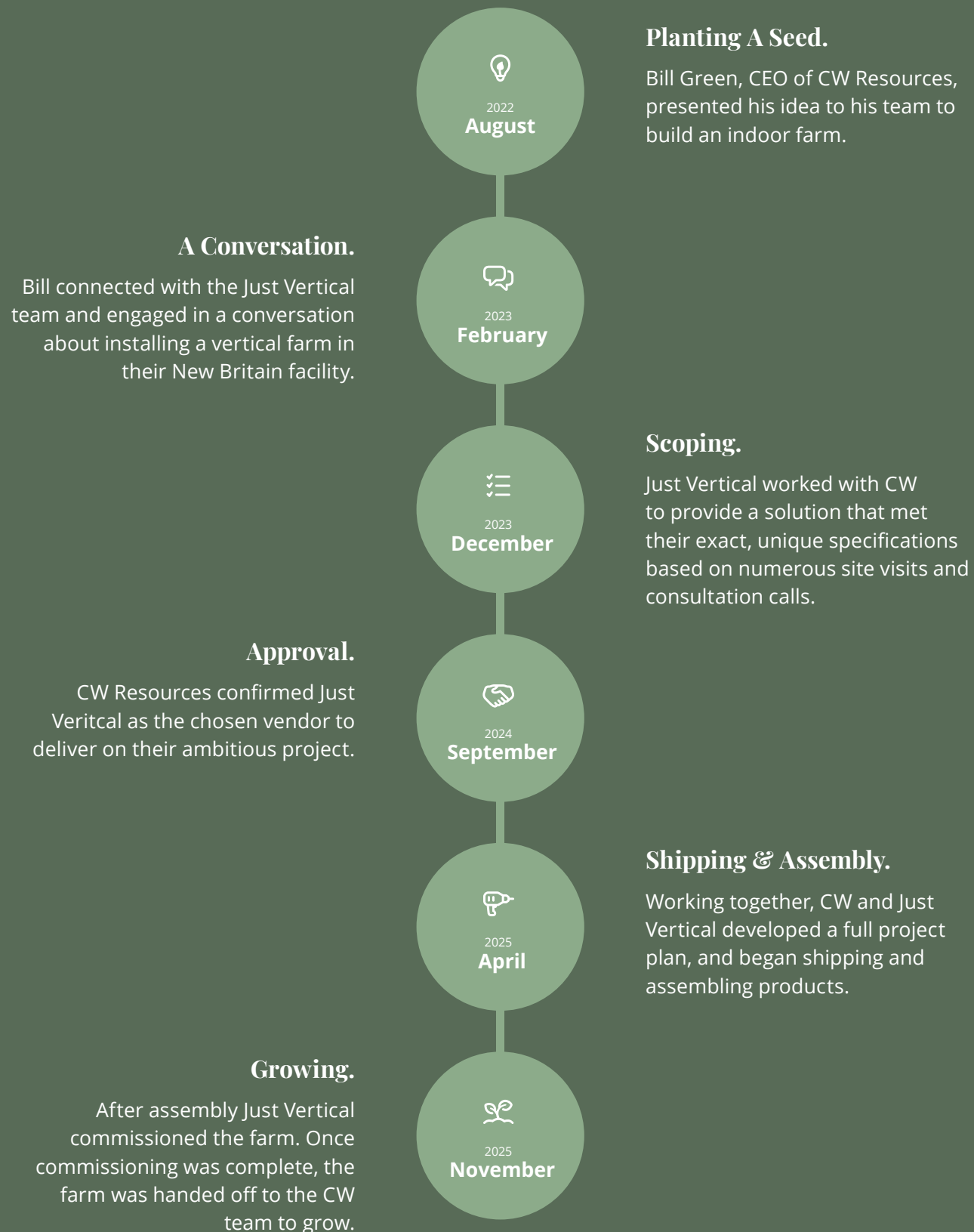
4000 square feet

386 grow faces

2010 LED Lights

76,922 plant ports

Project Timeline.







The Impact.



To me, it's not all about the profit. It's all about the opportunity of the farm.

- Michael Carnwright,
CW Resources



With employment at its core, the CW farm delivers a work environment that creates meaningful opportunities for individuals at CW Resources.

The project provides hands-on, dignified work for individuals with disabilities, offering structured roles tied to real outcomes. Employees are directly involved in growing, maintaining, and harvesting food, fostering a strong sense of ownership and pride.

Designed as a mixed-outcome farm, it builds transferable skills in urban agriculture, operations, and systems-based work.

These skills extend beyond CW Resources, equipping employees with practical experience that supports long-term personal and professional growth.

Beyond workforce development, the farm diversifies CW Resources' revenue streams.

Producing food in-house generates recurring revenue that can be reinvested into programs, expanded employment opportunities, and continued organizational growth, demonstrating how mission-driven work and financial sustainability reinforce one another.

Looking Forward.

The New Britain farm is the foundation of a broader vision. Centered on empowerment and opportunity, the model is built to scale across the United States (and beyond), bringing meaningful work and sustainable food production to new communities and environments, while also providing revenue for their operators.

CW plans to use a proven operational design developed in the New Britain, Connecticut farm to expand operations and opportunity for all their employees.

Upon continued revenue growth, CW intends to bring their home-grown produce to grocers and stores across the United States and beyond.

1.

Growth.

As yields increase, CW plans to expand within their facility and beyond.

2.

Opportunity.

Employee empowerment and opportunity will expand as the farm grows.

3.

Scale.

Upon continued revenue growth, more farms will sprout in new locations.

4.

Feedback.

The more revenue, the more opportunity, and vice versa, as the farm engages in a positive feedback loop.





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