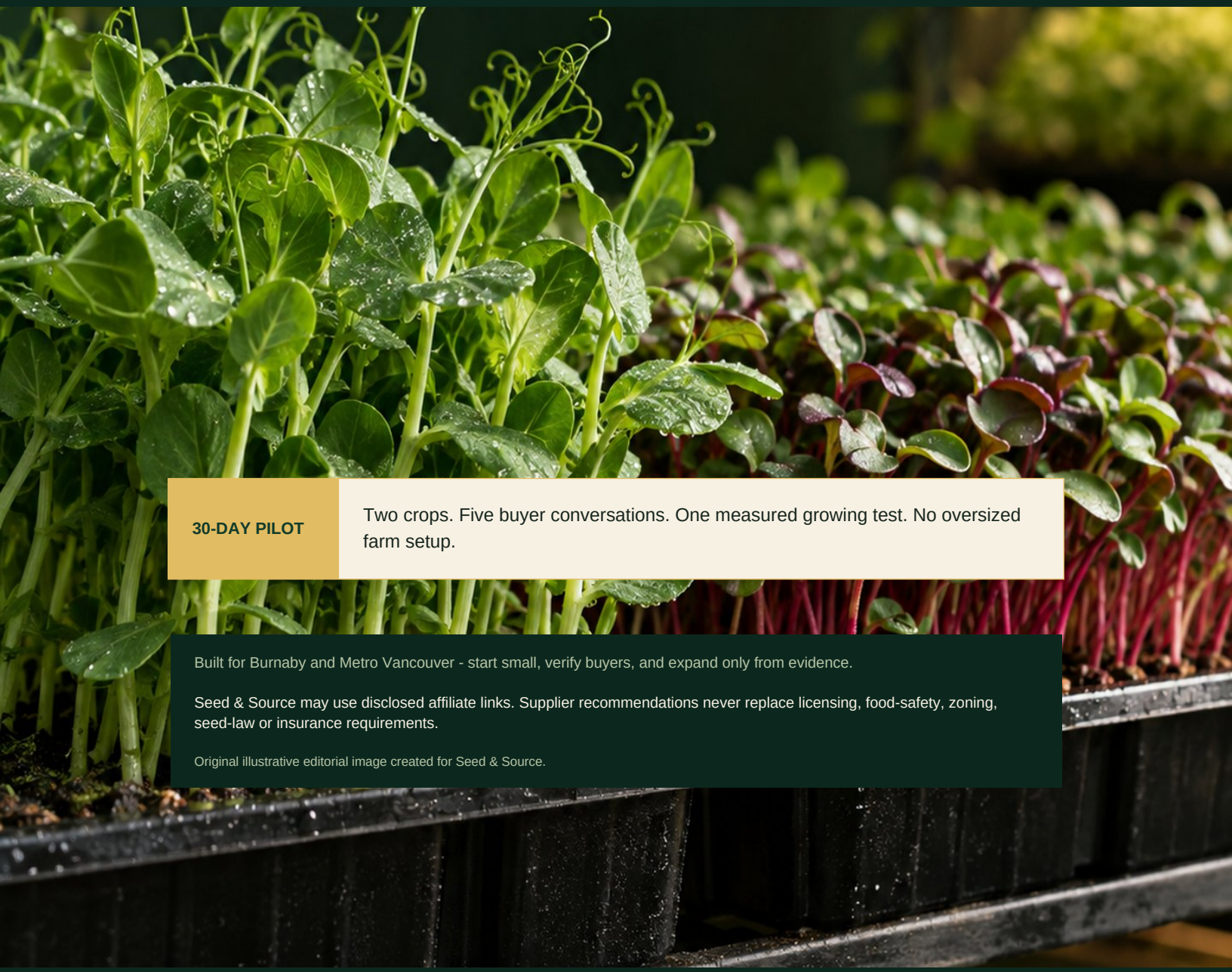
A PRACTICAL CANADIAN BUSINESS STARTER

BEST FIRST TEST

Start a Small Microgreens Business

An honest 30-day guide to testing weekly sales with local restaurants and cafes.



30-DAY PILOT

Two crops. Five buyer conversations. One measured growing test. No oversized farm setup.

Built for Burnaby and Metro Vancouver - start small, verify buyers, and expand only from evidence.

Seed & Source may use disclosed affiliate links. Supplier recommendations never replace licensing, food-safety, zoning, seed-law or insurance requirements.

Original illustrative editorial image created for Seed & Source.

01 - FIT

Is this small business right for you?

This model suits a careful operator who can keep a clean, separate growing and packing area, follow a fixed weekly rhythm, and deliver a perishable crop reliably.

Space	A washable, pet-free area with safe water, airflow, light and room for paired trays.
Time	Daily crop checks plus one sowing, harvest and delivery rhythm. Harvest days may exceed the usual 1-2 hours.
Temperament	You enjoy measuring seed, recording batches and repeating a process exactly.
Sales	You are willing to ask chefs what they already buy before choosing a large crop list.
Reality	Freshness alone does not create a business. Consistency, compliance and route economics matter.

The smallest viable test



- Pea shoots and radish only.
- Two interested chefs before expansion.
- Four paired trays for the first measured grow.
- One fixed local delivery day.

GROWER'S TIP	Do not buy a large rack until two buyers give specific feedback about crop, package size, weekly quantity and delivery day.

02 - OFFER

Sell dependable freshness, not a giant catalogue

Chefs need a reliable ingredient in a useful format. Begin with visibly different crops and let actual demand decide what comes next.

Pea shoots

Mild, crisp and familiar. A practical first crop for measuring usable yield.

Best buyer: Restaurants, caterers

Radish microgreens

Peppery flavour and strong colour contrast for tasting comparisons.

Best buyer: Chef-led restaurants

Living tray trial

A whole tray for kitchens that prefer to cut only what they need.

Best buyer: Cafes, small kitchens

What buyers are really paying for

- Same crop and package every week.
- Clean handling, traceable seed lots and clear harvest dates.
- A delivery day that fits menu preparation.
- Fast, honest communication when a crop fails.

Start with this offer

Fresh-cut pea shoots or radish microgreens, grown to the agreed weekly quantity and delivered on one fixed Burnaby route. Orders are confirmed before sowing.

GROWER'S TIP	A complimentary tasting sample is useful only after permission is clear and the buyer has agreed to evaluate specific qualities.

03 - SETUP

Buy only what the first test requires

A four-tray test should teach seed rate, growing time, saleable yield, crop losses and cleaning labour before any scale decision.

Listed starter equipment: approximately CAD $203-$360, plus licensing, premises, insurance and inspection-driven costs.

Planning estimates checked September 2026. Use current quotes before buying.

ITEM	STARTER DECISION	ALLOWANCE
Paired 10 x 20 trays	Four draining trays plus four solid bottom trays	$28-$35
Seed	Pea and radish suitable for food production	$20-$30
Growing medium	One small clean, food-suitable bag	$15-$30
Light and timer	Two basic LED fixtures and one timer	$60-$120
Air and water	Small fan, spray bottle and watering jug	$30-$55
Measure and pack	Scale, sample containers, labels and sanitizer	$50-$90



Use actual receipts and yields before setting a selling price.

Costs to count: inputs + packaging + losses + labour + delivery + approvals

GROWER'S TIP	Bottom-water when appropriate so foliage stays drier, and record seed weight, sow date, harvest date and saleable grams for every tray.

04 - SOURCE

Suppliers that can make the idea possible

These are useful supplier paths, but account creation, program approval, a working tracked link, a qualifying sale and cash received are separate evidence states.

SUPPLIER	USE IT FOR	SEED & SOURCE STATUS
West Coast Seeds	Primary Canadian source for microgreen seed, trays, grow lights and an indoor-growing guide. Pea shoots Organic radish Microgreen trays Growing guide	Useful supplier. Affiliate account/profile evidence exists, but approval and a tested tracked link remain unverified in the current project record.
Richters Herbs	Secondary source for future basil, cilantro and specialty living-herb expansion. Herb seeds Seed starting	An affiliate account exists, but exact public tracking URLs remain unverified. These are ordinary links in this edition.

Affiliate rule

West Coast Seeds and Richters links in this edition are ordinary supplier links. Seed & Source will label affiliate links only after the exact merchant-issued tracking path is tested.

GROWER'S TIP	A product being useful does not prove it is in stock, approved for affiliate commission, or suitable for your exact food-business process.

05 - INSPIRATION

Canadian growers who began with a focused idea

These stories do not prove that every microgreens venture will work. They show how narrow crops, real chef relationships and patient repetition can grow into something meaningful.



Sky Harvest - East Vancouver

Sky Harvest says it began in 2012 as a tiny East Vancouver farm with one clear purpose: grow vibrant microgreens for local chefs who valued freshness, artistry and reliability. It now serves restaurants, caterers and households.

Read the original story

Shelley Burns - Early Girl Urban Farm

On a half-acre in Nanaimo, Shelley Burns developed an urban farm around microgreens, culinary herbs, edible flowers and other niche crops. Her account credits a chance conversation with a chef for helping shape a farm that now supplies chefs and independent grocers.

Read the original story

What a beginner can borrow

- A focused crop can be stronger than a broad catalogue.
- Chef conversations should shape the crop plan.
- Reliability and personal delivery relationships can become part of the product.
- Small beginnings still require years of practice; do not copy the scale of a mature farm on day one.

These organizations and founders are independent examples, not Seed & Source endorsers. The image is an original illustration and does not depict the named people.

GROWER'S TIP	Borrow the sequence, not the success claim: begin small, listen to buyers, improve the crop and earn the reorder.

06 - VALIDATE

Your 30-day launch test

The objective is not a full farm in 30 days. It is one lawful, measured production test and specific evidence from nearby buyers.



DAYS 1-3	**Permission** - Describe indoor growing, cutting, packing and restaurant delivery to Burnaby. - Ask Fraser Health how the exact operation is classified.	Gate: address-specific path is acceptable or clearly resolvable.
DAYS 4-7	**Buyer discovery** - Interview five nearby chefs or food buyers. - Record crop, package, weekly quantity, delivery day and present pain.	Gate: two buyers give specific interest, not polite encouragement.
DAYS 8-17	**Measured grow** - Grow two pea and two radish trays. - Record seed, lot, dates, losses, labour and saleable yield.	Gate: repeatable quality and clean handling.
DAYS 18-30	**Trial and reorder** - Offer a scheduled labelled tasting or paid trial where lawful. - Adjust once, price fully and ask for a standing reorder.	Gate: one paid repeat order at a workable price.

GROWER'S TIP	If permission, crop consistency or buyer evidence fails, stop and correct that gate rather than adding more varieties.

07 - SELL

Have five useful buyer conversations

Visit independent kitchens during a quiet period, usually between meal rushes. Ask about their present buying process before describing yours.

1	Do you presently buy microgreens?
2	Which two varieties do you actually use?
3	What package weight or living-tray format works?
4	What weekly quantity and delivery day fit your kitchen?
5	What causes you to reject a delivery?

A simple opening

> I am testing a very small Burnaby microgreens service. Before I choose crops, may I ask which varieties and package sizes your kitchen actually uses? I am not asking for a commitment today - I want to learn whether a carefully measured local trial would solve a real need.

Price from facts, not hope

INPUTS	PACKAGING	LOSSES	LABOUR	DELIVERY
$ _____	$ _____	$ _____	$ _____	$ _____

Divide the full weekly cost by the number of sellable units, then test whether the resulting price is acceptable. Never price from seed cost alone.

GROWER'S TIP	One route day and a minimum delivery quantity protect the business from losing money on scattered tiny orders.

08 - PROTECT

Permission, food safety and a clean go/no-go

Microgreens may be lower risk than sprouts, but that does not make every home an approved commercial food premise.

STOP BEFORE YOU SPEND

Get an address-specific answer from Burnaby and an activity-specific answer from Fraser Health before buying a production rack or accepting food orders.

Minimum controls

- Separate growing and packing from pets, household traffic and personal food preparation.
- Use seed suitable for food production; never use chemically treated garden seed.
- Keep seed source, lot, sow date, harvest date, package lot and buyer records.
- Confirm refrigeration, washing, packaging, labelling and transport requirements.
- Obtain appropriate product-liability insurance before regular supply.
- Do not claim that local or organic seed makes the finished crop medicinal, safer or certified organic.

Continue only when

- The premises and licence path are acceptable.
- Two buyers have given specific trial requirements.
- The crop is clean and repeatable.
- The fully loaded price leaves room for losses and delivery.
- The work fits the available daily time.

Official starting points

City of Burnaby - Business Licences

Fraser Health - Requirements for food businesses

BC Food Premises Regulation

BCCDC - Microgreens food-safety assessment

CFIA - Food traceability

Educational planning guide only. Supplier products, availability and prices can change. This guide does not provide legal, public-health, tax, insurance or medical advice, and it does not promise demand, profit or regulatory approval.