



Sustainability and Student Engagement at Louie's Greenhouse, University of Louisville, KY

The Babylon Micro-Farm, known on campus as Louie's Greenhouse, has become a thriving hub of sustainable food production and education at the University of Louisville. Lindsay Klingenschmidt, Sustainability Manager for University of Louisville Dining Services, and the driving force behind this initiative, has successfully transformed the campus landscape and how students and staff perceive their food sources.

Captivating Their Students

Lindsay's vision was to bridge the gap between food production and consumption, fostering a deeper connection between the community and the food they consume. By building an incredible brand around the university's Micro-Farm, Lindsay found the perfect solution to bring sustainable farming right to the heart of the university.

The success of Louie's Greenhouse lies in its ability to engage and educate the university community, particularly with Gen Z, who are internet-oriented and deeply connected to platforms such as TikTok and Instagram. By incorporating social media trends and appealing to their interests, Louie's Greenhouse has captured the attention of these students, making farming a trendy and exciting topic.



Through engaging activities such as Instagram polls and on-trend Tik-Tok videos, Lindsay and her team have successfully involved students who previously were difficult to reach. One example is polling the student body on what they want to see grown within the farm. Students could choose which vegetable or herb varieties they wanted to see grown via Instagram stories. This approach empowered the students and demonstrated the commitment of Louie's Greenhouse to cater to their preferences. Over 800 students voted in the original poll, and the team continues to see increased engagement with future growth cycles.

Building a Brand, Inspiring Change

Furthermore, the team at Louie's Greenhouse has established a strong brand identity, with beautiful marketing materials showcasing their farm-fresh produce. The captivating photos and in-house marketing campaigns have garnered attention from the university community and external media outlets. Media coverage has allowed Lindsay and Sustainability Intern Sarah Bosse to share their insights on sustainable farming and its impact on the local community.



Lindsay and Sarah's dedication to education and awareness has extended beyond the university campus. The farm's success has even caught the attention of K-12 schools, who have expressed a desire to witness Louie's Greenhouse in action on field trips. Sarah hopes to use her experience with Babylon to continue to raise awareness for much-needed change in urban food production. As Sarah wraps up her Master's Degree in Urban Agriculture, her journey has shaped her view on the importance of vertical farming as a significant player in the future of food production.

Through the incredible efforts of the Louie's Greenhouse team, the Babylon Micro-Farm has become a shining example of how universities can revolutionize their approach to food production and engage students in sustainable practices. Louie's Greenhouse not only provides fresh, locally grown herbs and produce but also fosters a sense of community, education, and a deep appreciation for the origins of our food.

Learn more about UL's Micro-Farm: <https://www.youtube.com/watch?v=BJbStZ6zxa4>

