

NEWS

The supermarket that grows its own produce

About buildings that grow what they sell and the screens that tell the story of the cycle.

18 September 2026, Tobias Engl



The lettuce on display hasn't traveled far. Three floors up via the freight elevator harvested that very morning on the roof of the building where it's now being sold. No trucks, no wholesale market, no night in a cold storage facility. What's on display here was harvested today, just a few meters above the customers' heads.

The idea is old but is now becoming practical. A supermarket takes up space, consumes energy and heat, and usually has nothing but gravel on its roof. If you put a greenhouse there, the equation is turned on its head. The waste heat from the refrigerated display cases heats the garden beds. Rainwater from the roof waters them. What grows up top ends up fresh on the shelves downstairs every day, without a single kilometer of transport.

It doesn't stop at the roof. In the basement, mushrooms are growing on the coffee grounds from the café in the entrance. Leftovers that used to end up in the trash are turned into soil, into food, into new growth. A building like this doesn't throw things away it passes them on, from the basement to the roof.

This is where the screen comes into play and not just as decoration. A cycle that no one sees remains merely an assertion. ScreenWay makes it visible. Above the vegetable display, a screen shows what was harvested today, how much of it is left, what's currently being grown in the greenhouse, and the climate. The data comes from within the facility

itself from sensors in the rooftop garden, the cash register, and the harvest log. ScreenWay doesn't build the garden beds. It connects the existing measurement systems and translates the data into something that people can see and understand as they walk by.

For now, this is still the exception just a few pilot projects in a few cities. But the trend is clear. Freshness is becoming a local concept again; origin is something you don't have to take on faith because you can see it, just a meter away from the salad. A supermarket that grows produce on its rooftop ends up selling more than just food. It sells the short distance between the garden bed and the shopping basket and it showcases it, floor by floor.