Growing Better Food & Futures:
Leveraging UrbanAg to Deliver Conscious Capitalism

Nona Yehia, CEO Vertical Harvest

@verticalnona
@verticalharvestfarms
Vertical Harvest Farms is a Controlled Environment Agriculture venture that builds farms in urban centers to provide **employment** to the underserved, highly nutritious **produce at scale** to food deserts, and **stable returns** to investors.
Farm #1
15,000 sqft growing system on 1/10 acre
100,000 lbs produce annually
20 FTE
All the signals are urgently flashing red...

"By midcentury the world may reach a threshold of global warming beyond which current agriculture practices will no longer support large human civilizations"

- 2014 IPCC Report
The Fresh Produce Supply Chain is Broken

Production
- Weather Dependent
- Inconsistent Employment
- Pests & Diseases
- Food Safety Risks

Distribution
- Shipping Distance
- Safety Risks
- Expensive
- Resource Intensive

Consumption
- Short Shelf Life
- Inconsistent
- Limited Adaptability
- Declining Consumer Confidence
It’s Time for Point Solutions to Give Way to Systemic Solutions

Which is more important to address: Social or Environmental issues?

10% Environmental
71% Both Equally
19% Social
The Next Big Disruption
Here are the fundamentals of CEA Farms:

<table>
<thead>
<tr>
<th>Sustainable</th>
<th>Premium</th>
<th>Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%+ less water use</td>
<td>Greater nutrition + flavor</td>
<td>Reduction in recalls</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Efficient</th>
<th>High-quality</th>
<th>Traceable</th>
</tr>
</thead>
<tbody>
<tr>
<td>15+ crop turns / year</td>
<td>5+ day increase in shelf life</td>
<td>Fewer touches</td>
</tr>
</tbody>
</table>

Here are the promises at SCALE:

<table>
<thead>
<tr>
<th>Scalable</th>
<th>Affordable</th>
<th>Consistent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economical, mass production</td>
<td>Competitive pricing strategies</td>
<td>24/7/365 Production</td>
</tr>
</tbody>
</table>
Food is the Medium for Meaningful Change

Our Mission: help the planet, people and public to Grow Well
Vertical Harvest Farms are smarter and greener and more equitable.
Our Business Model of Growing Food + Futures lives at the intersection of:

- Sustainability
- Equity
- Public Health
- Food Security
- Inclusivity
- Access

A Holistic Approach to Growing Well
VH Farm
Pullman, Chicago

200,000 sqft growing system on ½ acre
1.4 million+ LBS produce less than 2% market share within 3 trade area radius
Up to 40 FTE – $2MM Payroll
85% Of shoppers want grocers to source more local food

52% Of consumers claim locally sourced ingredients are more important as a result of the Covid-19 pandemic

76% Of shoppers prefer their grocer bought good from local farms rather than distributors
Vertical Harvest Social Impact will earn us greater consumer loyalty

<table>
<thead>
<tr>
<th>Social Impact</th>
<th>Doesn't impact my brand loyalty at all</th>
<th>Somewhat more loyal to brands that do this</th>
<th>Much more loyal to brands that do this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates jobs in <em>my local community</em></td>
<td>28%</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>Donates to causes that help <em>my local community</em></td>
<td>33%</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Makes products that are frequently used in <em>my local community</em></td>
<td>35%</td>
<td>39%</td>
<td>26%</td>
</tr>
<tr>
<td>Supports issues and policies that are important to <em>my local community</em></td>
<td>36%</td>
<td>39%</td>
<td>25%</td>
</tr>
</tbody>
</table>

2-in-3 Consumers Say They Are **More Loyal** to Brands That Help Their Communities
A Full and Colorful Plate

PETITE GREENS
LETTUCE

PEA SHOOTS
SPICY MIX
DR. FEEL GOOD

BABY KALE
BABY ARUGULA
BAO BAO BLEND

VERTICAL VIBRANT MIX
SWEET MIX
BUTTER HEAD

VERTICAL HARVEST
JACKED MEX
DR. FEEL GOOD
We’re Bringing Food Production Back to Urban Environments

Phase 1
10 Farms in 5 Years

over 800 highly distressed urban neighborhoods

and

307 Secondary Cities

with populations between 1M and 100k
The Global Goals & Metrics

KPI Dashboard
Reporting year: 2020 | Location: Jackson

Target population employment
Percentage of workforce with disability

40% ↑ 2% YoY change

Healthy produce and food access
Annual Production
Pounds of produce supplied to market

2,000,000
↑ 900,000 YoY change

Local consumption
 Produce supplied/consumed daily

750,000
0% YoY change

Environmental impact
Water consumption
Water consumed per pound of produce

95%
0% YoY change

Land utilization
Acres of land saved

85%
0% YoY change

Inclusive Employment

Preceding four years
Percent of workforce
Retention rate  Workplace accommodations  Living wage

Preceding four years

25%
50%
75%
100%
0%
The Global Goals & Metrics

1. To increase partnerships, productivity, employment and value addition in food systems
2. To protect and enhance natural resources
3. To improve livelihoods and foster inclusive economic growth
4. To enhance the resilience of people, communities and ecosystems
5. To adapt governance to new challenges
We are growing into our ambitions and would appreciate your help! Please follow us on our social channels and if you find a story or post that brings a smile, please share, like, and retweet over your own networks.