



AeroFarms®

Taking our industry to new heights

Challenges in Vertical Farming 2012

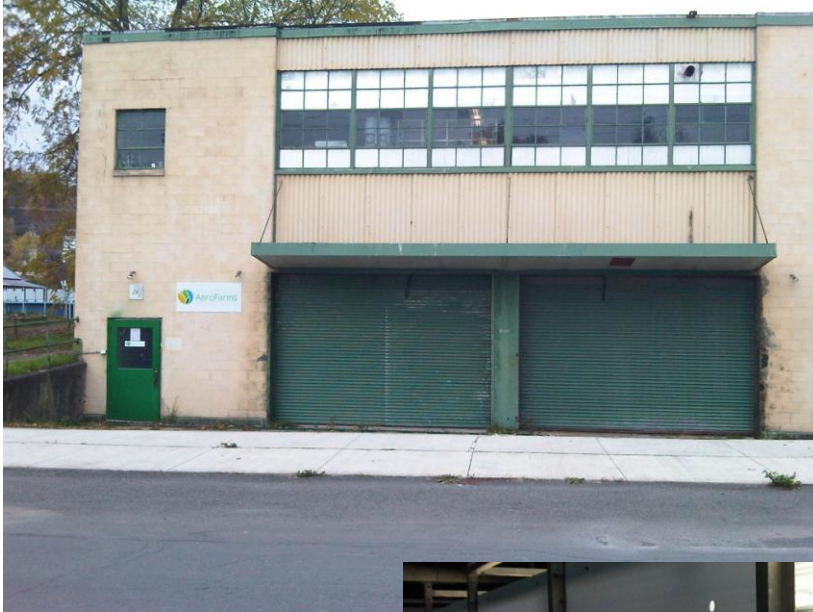
Agenda

- AeroFarms Overview
 - History
 - State of Art
 - Proven Approach

- Challenges
 - The full savings
 - Recognition

- Q&A

Farming Since 2004

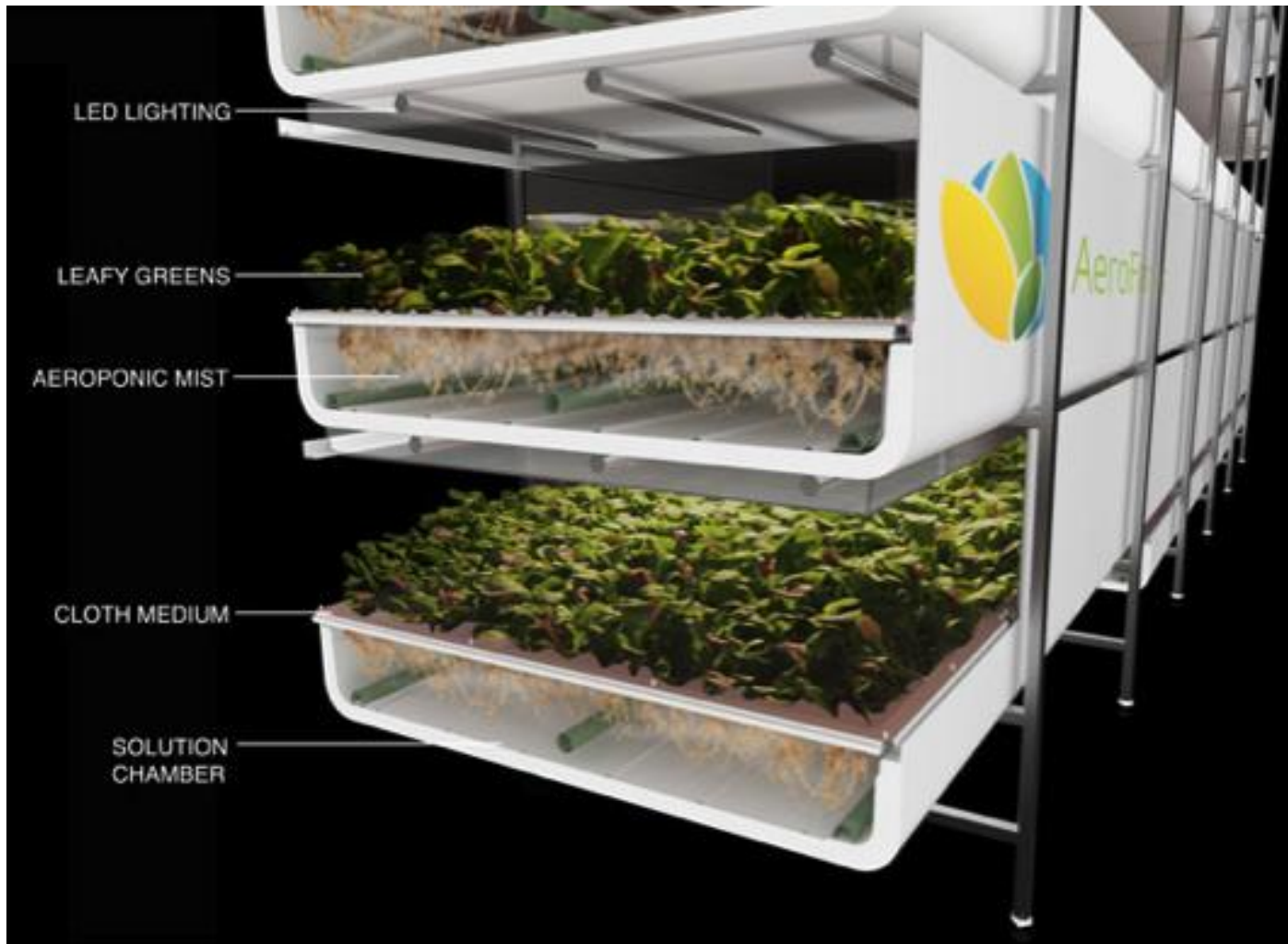


Helping people care about their food™

Five Farms

- ▣ United States
 - ▣ Marathon, New York
 - ▣ Chicago, Illinois
 - ▣ Seattle, Washington
 - ▣ Newark, New Jersey
- ▣ International
 - ▣ Jeddah, Saudi Arabia
 - ▣ Abu Dhabi (in construction)

The AeroFarms System



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Technologists At Heart



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Solutions

- ✓ Repurpose buildings
 - ✓ Meet current price points
 - ✓ Very low shrink
 - ✓ Attractive IRRs
-

- ❖ Indoor work with basic training
- ❖ Food security
- ❖ Food safety
- ❖ No pollution

Why Leafy Greens?

- ▣ Very Nutritious
- ▣ # of Crop Turns
- ▣ Crop Yields
- ▣ # of Varieties
- ▣ High \$/lb
- ▣ Pristine quality



Award-Winning Environmental Leader



THE WALL STREET JOURNAL.

ECO:nomics
■ ■ CREATING ENVIRONMENTAL CAPITAL



TIME

FORTUNE

CNN

Science

technology review

KURZWEIL
ACCELERATING INTELLIGENCE



Proof of Technology



The DeLeon Group, Inc.



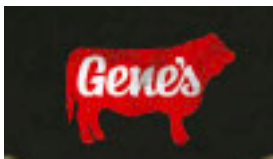
Marketplace Acceptance



ROUNDY'S®



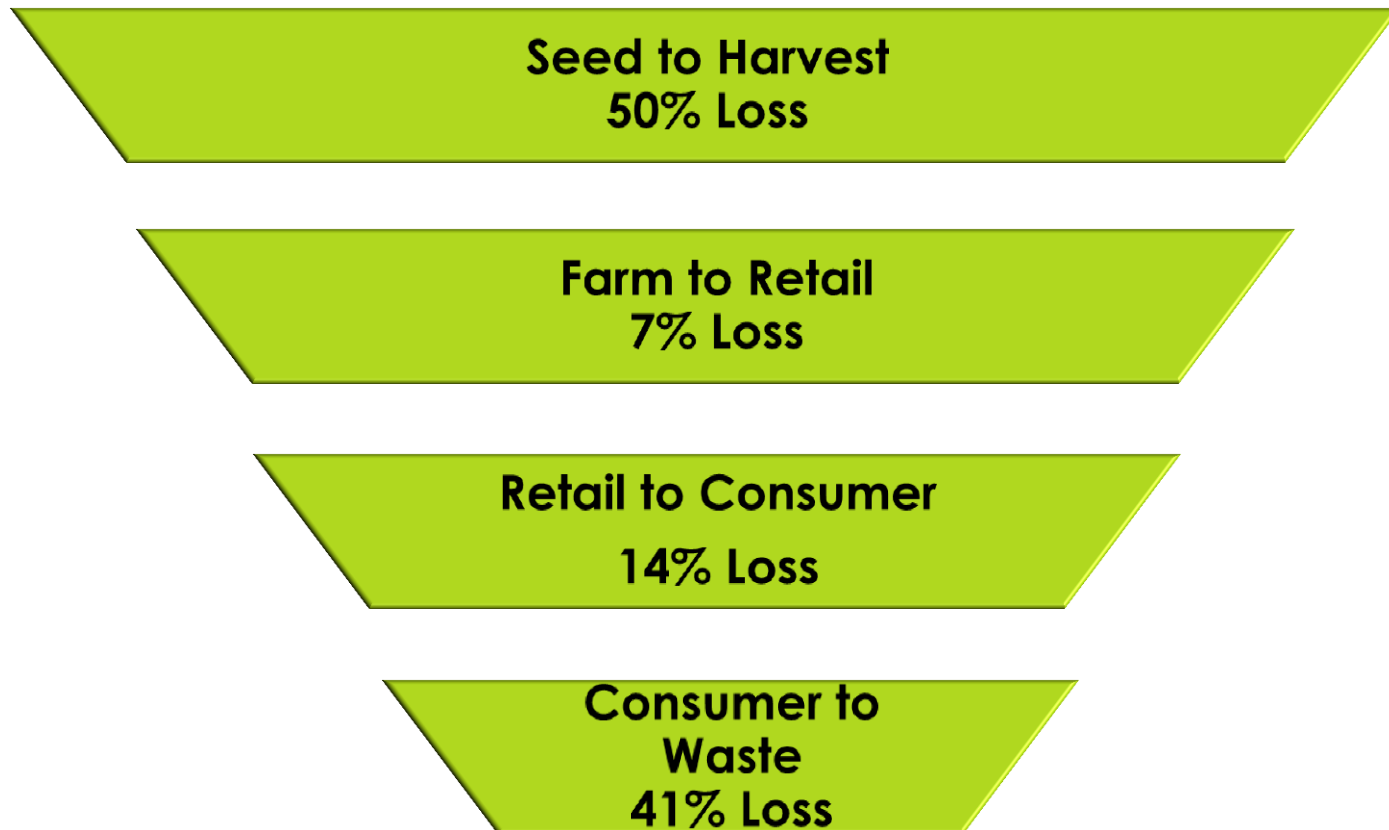
FOX & OBEL



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Challenge – 76% Loss of Leafy Greens

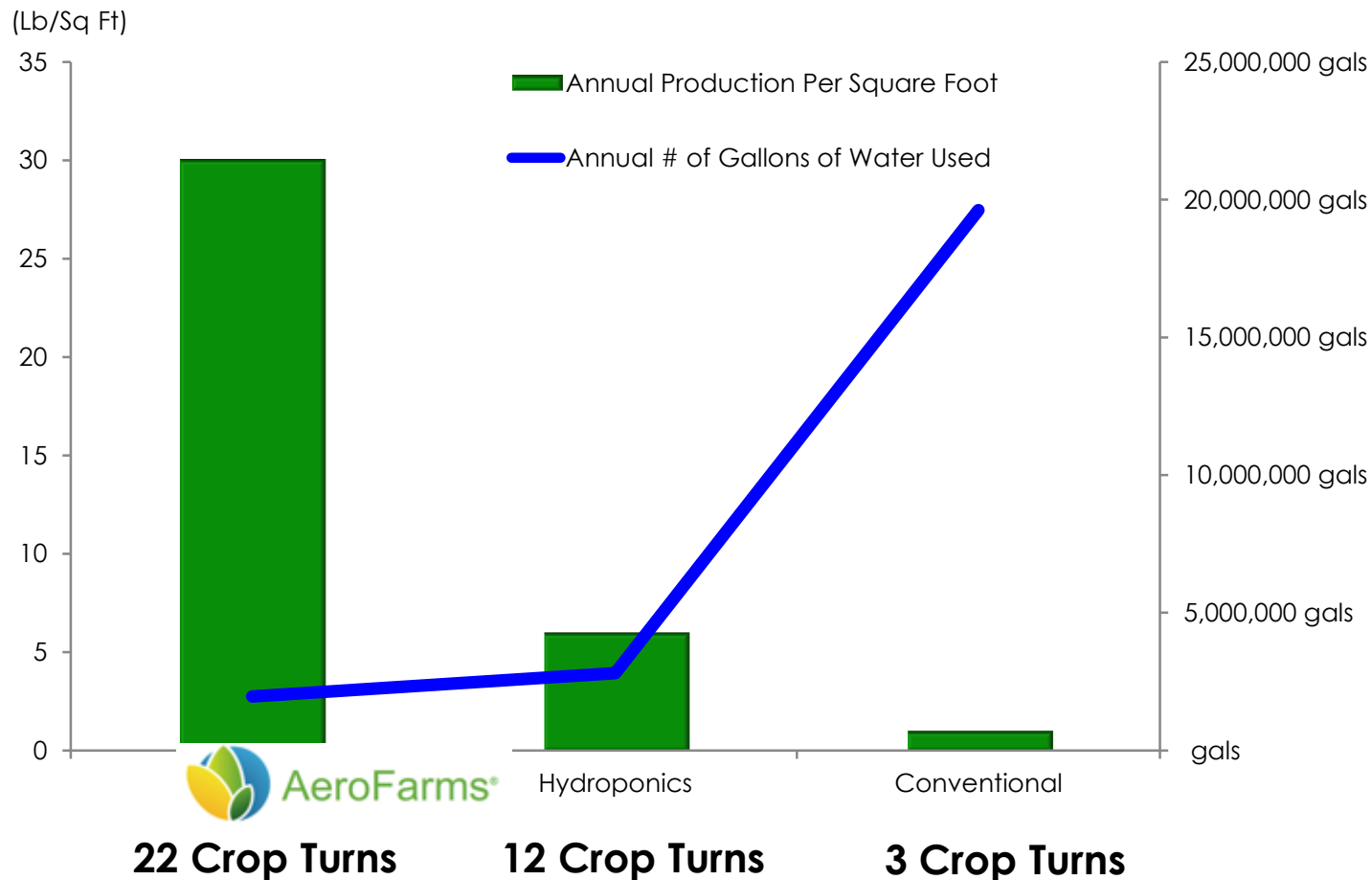
End-to-End Valuation is Needed



Source: USDA for Romaine and Leaf Lettuce
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Challenge: Subsidized Externalities

How is Productivity and Conservation Rewarded?



Challenge: Government Support

- ❑ No Farm Bill
- ❑ No FDA Food Safety Modernization Act
- ❑ USDA programs aimed at *Rural* vs. Urban
- ❑ No NASS standard for Leafy Greens
- ❑ USDA Organic has not kept up with technology



**FDA FOOD SAFETY
MODERNIZATION ACT**



Questions and Answers

A United Industry is Needed



Contact Information

Ed Harwood
Chief Technology Officer
Mobile 607-279-3383
EdHarwood@AeroFarms.com