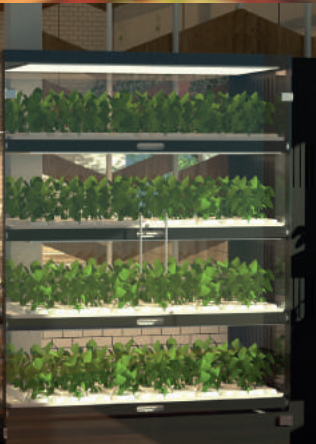




 citifarm™

# SHOP

**FOOD RETAIL &  
LIVING FOOD ISLES**



Adds value, looks great,  
tastes even better...  
functional food theatre

BY V-FARM

Consumers are increasingly conscious of where their food comes from and the environmental impact of their choices. They want fresher, better quality foods produced by sustainable supply chains. To maintain the consumer's trust, businesses must be seen to be making environmentally friendly decisions.

This is why we developed the Citifarm 'living greens' isle concept, providing your business with the following benefits:

- Reduced waste in the supply chain as you only harvest the greens when needed - the rest keeps on growing.
- Reduced packaging waste.
- Minimised carbon footprint through reduced food miles.
- A better end-product, as freshly cut greens have an average of double the nutritional value compared to pre-bagged salad.
- Increased footfall instore to purchase greens that are best sold fresh directly from the store.
- Greater perceived transparency in the supply chain - customers can see where their greens are coming from.

The Citifarm brings food theatre into the retail space. Fresh-cut salads can be bagged in front of the customer, juices created from greens picked to order. The Citifarm creates a unique experience for your customer, giving them even more incentive to shop with you.

## citifarm™ by V-Farm

At V-Farm we're all about growing the perfect crop. That's why we've spent so long developing the perfect system to keep those plants happy.

Introducing Citifarm, the app controlled vertical farm that allows you to grow fresh crops on site with little effort and low energy demand.

Our systems draw customers in and add a whole new layer of excitement and value, regardless of whether you're a supermarket, cocktail bar, restaurant or salad bar.

Grow and harvest what you require meaning little to no food waste. Reduced packaging, reduced food miles and zero pesticides.

**Pre-programmed crops and colour coded grow modes make it very simple to use**

**Looks great under our custom LEDs**

**Quick access with pull-out drawers**

**Can be grown all year round**

**Easy to grow through our app. No soil, no repotting, just sow and press grow**

Citifarm plugs into a standard 13 Amp wall socket and connects to your Wi-Fi.



We are looking for forward thinking, creative businesses to work with us on developing this 'living greens' isle concept. The first production units will be ready for install in Summer 2020.

Crops can be grown on site or, in high demand areas, restocked part-grown from a central crop production facility.

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