Hydroponic berry production

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Who am I?

- **Digital Farming**
  Senior Research Engineer

- **PhD project**
  Supervisors: Dr Laura Vickers and Prof Jim Monaghan

- **UKUAT**
  Communications director
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How are strawberries grown?
Strawberry under glass

NGS systems

Beeswax Dyson Farming
World strawberry production (1961-2019)
Global strawberry production and area harvested (2009-2019)
Top 20 countries producing strawberries (2019)

- Ukraine
- Australia
- Greece
- Netherlands
- Belarus
- Italy
- United Kingdom
- Germany
- Japan
- Brazil
- Morocco
- Poland
- Republic of Korea
- Russian Federation
- Spain
- Egypt
- Turkey
- Mexico
- United States of America
- China, mainland

0.14
1.02
3.21

Million tonnes
Strawberry supply in UK

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Vertical Farming investment

**Derby vertical farming startup gets £500K funding to develop ‘all in one’ sensor**

**PlantLab to open new vertical farms with €20M investment**

In a first financing round, PlantLab has collected € 20 million in growth capital from De Hoge Dennen Capital. PlantLab, which developed a patented technology for vertical farming, is looking to scale up, using the funds to open indoor production locations in, among others, the Netherlands, the United States and on the Bahamas.

In the past decade, PlantLab has achieved a breakthrough with its technology for innovative urban farming, which is now used in a commercial production location in Amsterdam.

This way, fresh vegetables can be grown in close proximity to the consumer, without use of chemical crop protection. An area of two football pitches can produce enough to supply a city of 150,000 inhabitants with 200 grams of vegetables per person each day.

**UK vertical farming company raises £2.35 million**

Vertical and indoor farming technology company LetUs Grow has secured £2.35 million in seed funding. The investment round was led by Longwall Venture Partners LLP.

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PlantLab management team: Leon van Duijn (founder), Marcel Kers (founder), Michiel Peters (CEO), John van Gemert (founder) and Frank Roerink (CFO)
Successful strawberry projects
Urban Strawberry Farming
Key challenges

Plant science
- Light quality
- Control of environmental
- Varietal selection
- Plant material
- Pest control
- Pollination

Business
- CAPEX/OPEX
- Expertise
- Labour cost
- Consumers acceptance
- Business model
Advantages

Strawberries in UF
- High quality of fruit
- Access with no extra miles
- Fruit all-year
- Additional crop for the urban farming operation

Urban Farming
- Community
- Jobs/training
- Education
- Environmental
- Health/Diet
- Leisure
- Sustainable neighbours
Public support

- **Financial initiatives**
  - Funding options and grants
- **Education**
  - Job pathways
- **Consumers acceptance / raise awareness**
- **Certifications for trading**
- **Include urban farming as part of city planning**
Thank you!

Questions welcome