



GrwNxt: Fresh Food Infrastructure for Megacities

The challenge: In 2050, an estimated seven billion people will be living in cities. The worldwide trend of urbanization will have a tremendous impact on food supply. This brings us to one of the biggest challenges of our generation and the generations to come: how are we going to feed the world? Our solution is technology. We need to re-think the existing production and supply chains into a data-driven, connected infrastructure of food production hubs in and near megacities.

Healthy Diet, Healthy Life, Healthy Planet

With the rise of megacities, there is also a rise of a prosperous middle class. Research shows that especially the Asian middle class in megacities is willing to pay more for healthy and tasty food, produced locally and grown without pesticides. Furthermore, climate change asks for more sustainable solutions to food production and distribution. Enter GrwNxt, a sustainable way to grow healthy and tasteful vegetables.

What is GrwNxt?

GrwNxt means high-tech indoor farming inside megacities. We promise food safety and food security due to a fully controlled growth process for a variety of crops in climate rooms and vertical farming. Fresh food production in cities, tailored to local preferences, all year long, 365 days a year is what GrwNxt stands for. All GrwNxt activities are part of an international fresh food infrastructure for megacities. It is a serious high tech option for hotel chains, hospitals and online supermarkets as well as for municipalities to secure safe food for their citizens.

Why is GrwNxt the Best Option?

Our systems are built on deep knowledge and proven technologies by world leaders in the Dutch Horti- and Greentech Ecosystem. Through collaboration with the Dutch horticulture and greentech sector we have an advantage over existing forms of indoor farming. By using the most advanced indoor farming techniques, such as cutting-edge data analytics and LED-lighting, we can grow crops pesticide-free with minimum use of water, waste streams and CO2 emissions. The best seeds for a variety of crops are provided with digital recipes.

Complexity Made Easy

At the same time, our aim is to create a simple system. Our data team in Amsterdam, The Netherlands will provide guidance, twenty-four hours a day, seven days a week. GrwNxt uses extensive and advanced data algorithms, Machine Learning and Artificial Intelligence, to deliver simplicity for the grower. That is what we offer: complexity made easy.

This is the Moment

These are exciting times. We are reaching a tipping point in horticulture production systems. The world in Horticulture and Greentech is changing due to a changing demand from megacities and the ongoing march of technological advancement. Therefore, now, more than ever, is the moment for GrwNxt.

More Information

For more information, white papers and background articles, visit our website at www.GrwNxt.com or contact annemieke.roobeek@grwnxt.com