

CONVERGENCE



TECHNOLOGY AND OUR FOOD

OUR MISSION

 *To be an innovative large-scale indoor growing facility providing delicious, safe, and healthy greens that gives back to the community. We combine innovative technology, sustainable practices, and a passion for local to bring you a product you can feel good about.*



Every decision is focused
around one thought...

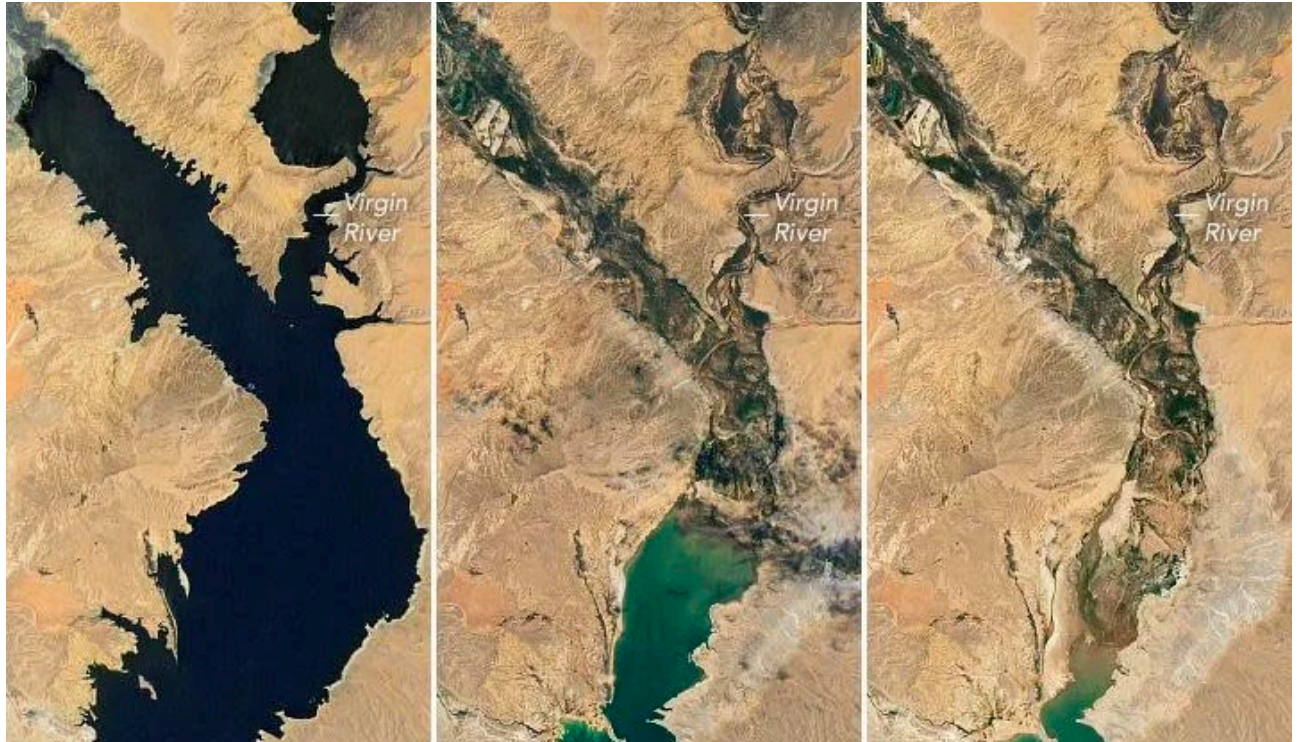
“Plants First”

The Agriculture Revolution

2020

2021

2022



90% of US consumed leafy greens come from CA or AZ

- Limited natural resources
- Limited labor

Logistics

- Freight costs
- Carbon footprint impact

FACTS ABOUT GREENSWELL GROWERS

- Centrally located in the Mid-Atlantic
 - 25 million+ population in a 250-mile radius
- 100% Automated Facility From Seed to Fridge
- Sustainable growing methods that use 85% less water than traditional farming



This All Equals To The Freshest Produce Available

WHY WE GOT STARTED?

GREENSWELL
GROWERS

Megatrends

- Eat local, logistics, sustainability
- Predictability vs volatile West Coast climates
- Less miles traveled = Reduced carbon footprint

Business Model

- Use technology to simplify the process
- Strategic partners w/ over 40 years of CEA experience

Community Outreach

- Goochland County Partnership & FeedMore



GREENHOUSE GROWN COMPETITIVE ADVANTAGE

GREENSWELL
GROWERS

VERSUS CONVENTIONAL FARMING

- **25X Yield Increase**
- **Logistics**
 - Bring the West Coast farm local
- **Limited Labor Demands**
- **Product Consistency**
 - Quality
 - Year-round volume to meet demand
- **Increased Shelf Life**
 - 2X to 3X vs. field product
 - Enhanced flavor profile
- **Food Safety Concerns**
 - All inputs are closely measured and monitored



GROWING AND PACKAGING



57,000 Sq Feet of growing space with the ability to expand 3x of current footprint.... *Meaning we have room to grow!!*

Fully automated Packaging Room with sealing technology that use 30 tons less plastic than conventional clamshell style packages



PRODUCT OFFERINGS

GREENSWELL
GROWERS



 Kroger

 Harris Teeter

FOOD  LION

 PFG Performance Food Group

ESSENTIAL GREEN LEAF

GREENSWELL
GROWERS

Our Essential Green Leaf is light, crunchy, and undeniably fresh and flavorful. Grown with love and perfect for any dish! It's a fantastic replacement anywhere you would use romaine or iceberg lettuce – just better.



VIBRANT GREENS BLEND

This tasty combo of red leaf lettuce, green leaf lettuce, and arugula – for that extra flavor kick – is a game changer. Our Vibrant Greens Blend is full of contrasting textures from crispy to tender and packed with beta-carotene, Vitamin K, calcium, and folate. It's a ready-to-eat salad without any dressing!







REFRESHING ROMAINE BLEND

GREENSWELL
GROWERS

This is a modern twist on a historically-proven product. We take the tender, yet flavorful, baby leaf romaine then blend it with our fresh and crispy green leaf giving the consumer a product that has the taste and characteristics they have come to know with an updated look and feel.



SUMMARY

-  **Local, Sustainably Greenhouse Grown**
-  **Consistent Product Produced 365/24/7**
-  **Predictable Supply That Adjusts To Product Demand**
-  **A Partner With Our Community**

**GREENSWELL
GROWERS**