



World Economic Forum embraces ProducePay to shape Global Climate and Food agenda

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ProducePay, the agtech company transforming the global produce industry into a more connected and sustainable supply chain, has joined the World Economic Forum's prestigious Innovator Communities as a Unicorn member. This invite-only honor places ProducePay among the world's foremost start-ups with proven impact and a strong mission dedicated to driving positive change and shaping the global social economic and climate agenda.

ProducePay's entrance into the prestigious Innovator Communities is a testament to its remarkable innovation and achievements in creating more predictability, stability and transparency in the fresh produce supply chain while addressing the 60 percent of food and economic waste that is so prevalent in this category. As an integral member of the Innovator Communities, ProducePay will join other scale-up companies at the forefront of technological and business model innovation where they will have the platform and networking opportunities to contribute groundbreaking solutions to address current regional, global and industry crises and build future resiliency.

Earlier this year, ProducePay launched a first-of-its kind program for the fresh produce industry. In partnership with one of the largest growers and distributors of table grapes, Four Star Fruit, ProducePay is creating more stability and predictability throughout the fresh supply chain to enable stakeholders to better handle volatilities such as extreme weather events. The transformative initiative enables a stable supply of high-quality and nutritious food to consumers while driving financial sustainability and fostering investments in sustainable agricultural practices. Starting with grapes, the new model paves the way for other fresh produce commodities to adopt this direct-to-retail procurement model.