

Nadec and Pure Harvest Smart Farms announce strategic partnership

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Saudi Arabia's National Agricultural Development Company (Nadec) announced a strategic partnership with Pure Harvest Smart Farms (Pure Harvest), the MEASA region's leading technology-enabled agribusiness, to deliver a large-scale national food security project in the Kingdom, which aims to deliver over 27 hectares of production near-term with prospects for significant future expansions on Nadec's lands serving KSA consumers a wide variety of locally and sustainably grown, high-quality, fresh produce year-round.

Pure Harvest will design, construct and operate high-tech, climate-controlled hybrid food production systems that allow year-round production of high-quality, safe and sustainably-grown fresh fruits and vegetables, free of pesticides, offering Saudi consumers a constant availability of high-quality fresh produce that was never before possible due to the Kingdom's challenging arid climate. Nadec will utilise its existing infrastructure, far-reaching distribution network, and trusted consumer brands to deliver its partner's fresh produce to the market. This strategic alliance is closely aligned with the Kingdom's Vision for a more self-sufficient and sustainable food system.

This innovative project is the first of many that the partners expect to develop together integrating the full value chain of controlled-environment agriculture (CEA) production. Pure Harvest seeks to deploy substantial production capacity over the next five years in KSA, farming a wide range of crops, and Nadec will market these products to its expansive consumer base, hotels, restaurants, and catering partners. The partners share a vision to assist in the transition towards greater food security, water conservation, economic diversification, and sustainability in the Kingdom, as well as the broader GCC region. By originating large-scale, renewable energy-integrated food production infrastructure in KSA, Nadec and Pure Harvest are

together making possible local-for-local high-quality, pesticide-residue free, clean, and healthy fresh fruits and vegetables production that, thanks to Pure Harvest's pioneering production technology, are always in season and proudly serving the Kingdom's citizens.