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Weild & Co.

Investing in Indoor Farming: Lessons Learned and the Way Forward

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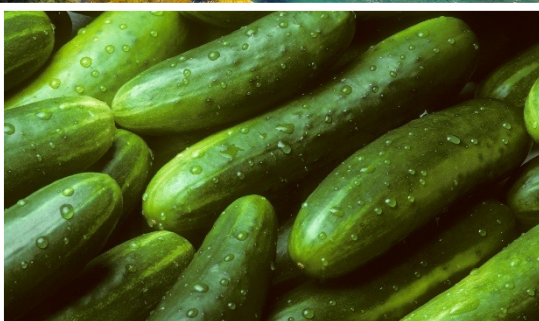
INVESTING IN INDOOR FARMING

Lessons Learned and the Way Forward



PURE LIFE™
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Introduction

Indoor farming can produce up to 100x more food per Sq.Ft. with 90% less Water

As urban populations grow, efficient food production is not just a goal but a necessity. However, the journey is filled with challenges, misconceptions, and doubts.

The Investment Paradox in Controlled Environment Agriculture (CEA)

Opportunity: A booming market with innovations catering to urban food security. Lessons learnt have paved a way for future success.

Challenge: Many opportunities promise much but deliver little, leading to skepticism.

Primary concerns:

- Unproven technologies
- Exaggerated claims
- Profitability

Meet Our Experts:



Dr. Joel Cuello



Joe Pastore



Ryan Rand



Jim Hole

Decoding Bold Claims in CEA - From Rhetoric to Reality

Big Claims bring Big Challenges

Investors must tread carefully: big claims bring big challenges. Major claims to watch: water reductions, zero-waste, environmental protection, pesticide-free.



- The allure of bold claims in a competitive market.
- Consequences of over-promising and under-delivering.
- The imperative for genuine expertise.
- Lessons mistakenly applied from other sectors.
- Building a credible narrative for long-term success

The Double-Edge of CEA Automation

Balancing Efficiency with Adaptability in CEA

Automation promises efficiency, precision, reduced costs, enhanced ROI, and thorough process mapping. Yet, organic processes vary and demand timely intervention.

- The promise and challenges of automation in CEA.
- Organic learning and adaptation is required.
- The risks of over-reliance on automation.
- Finding a balance between short-term gains and long-term success.
- Preserving the essence of farming amidst automation.



Demystifying Pesticide-Free Agriculture

Navigating the Challenges of Pesticide-Free Farming

Pesticide-free: A mission of health & sustainability. Market trends: Rising demand linked to healthier, eco-friendly produce. With tighter regulations, the push is towards a pesticide-reduced world.



- The market demand for pesticide-free produce is increasing.
- The complex foundation needed for a pesticide-free environment.
- Challenges and costs of "no pesticide" claims.
- The future of pesticide-free farming: technology and consumer education

Questions & Answers and Closing Remarks

Blending Wisdom with Possibilities for a Greener Tomorrow

There is an important balance between innovation and practicality in Controlled Environment Agriculture (CEA). As the sector evolves, it's crucial to merge traditional farming wisdom with new technologies. Our collective goal remains clear: pave a sustainable, beneficial agricultural future for all.



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