

# READY TO GROW UNIQUE?



developed by  
**CleanGreens**

See where our **AEROPONICS SYSTEM**  
is already installed and running

AEROPONICS

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WE

# 1. FROM HYDROPONICS TO AEROPONICS

**+** **Jeremy Blondin** is a 6th generation grower at the Domaine des Mattines. He's always one step ahead of new cultivation technologies. He is dedicated to producing vegetables in a sustainable way and also encouraging Swiss local production.

“Quality, consistency and productivity beyond our expectations”

Says Jeremy about CleanGreens Solutions



Photo by Bertrand Carlier



Lettuce produced with our GREENOVA AEROPonics system.

## WHY HE DECIDED TO CHANGE THE GAME

Initially, he chose HYDRONICS as his cultivation technology. The investment looked interesting and so did the payback, but then, reality hit him: the **quality** of produce, especially lettuce, varied significantly depending on the time of year. Also, when a plant was infected, many crops were lost due to the **phytosanitary risks** of having the roots connected. It was then that he decided to give the story a twist: **to go from HYDRONICS to AERONICS.**

## THE BREAKTHROUGH SWITCH

Thanks to the installation of an **AEROPonic Greenhouse of 500m<sup>2</sup>** in Geneva, he increased his **yields** and lowered his **expenses** by **using less water and nutrients.**

It also allowed Jeremy to cultivate a **larger variety** of crops and expand into aromatic herbs.





## 2. BEATING HOT CLIMATE AND 70% IMPORTS

 **Adel Al Shamali** is an influential entrepreneur known throughout the Gulf region, also president and co-founder of The Green Life Company. He was looking for a profitable business aligned with the Kuwait National Adaptation Plan 2030 which underlined food independence as a great challenge.

“Healthy, high-quality products with minimal water and labor”

Says Adel about CleanGreens Solutions

## PLAYING STRONG FOR KUWAIT'S FOOD SECURITY

One of the main objectives was to significantly minimize water use in agricultural production in the region: AEROponics turned out to be the ideal investment since it **saves 96% of water** compared to the open field, which not only reduces the bill but with so little water in the system it also allows them to cool down the nutrient solution before it's sprayed on the roots, making it possible to **grow consistently in such a hot environment.**



A custom-designed AEROponics Greenhouse.

## THE FRESH PRODUCTS MIDDLE EAST NEEDED

With the installation of an **AEROponic Greenhouse of 6000m<sup>2</sup>** in Kuwait, he collaborated on the country's vision to enhance food security by supplying fresh high-quality crops thanks to the control and balance in the root zone that our system brings. This installation will produce **70 tonnes of aromatic herbs and 210 tonnes of salad a year**, thereby avoiding 17 cargo flights and the CO<sub>2</sub> they would emit. Profitable and ecological!



## 3. FROM OPEN FIELD TO AEROPONICS

**Sylvie Recouvrot** is a French grower that produces aromatic herbs, formerly with open field cultivation. Entrepreneur, she is CEO of Midiflore, which also produces edible flowers. They seek to offer the best possible conditions to their employees and to obtain as a result, profitability and a quality, local and healthy product, produced sustainably.

“ High tech Greenhouse cultivation 24/7 instead of relying on imports some months of the year ”

Says Sylvie about CleanGreens Solutions



Healthy roots with GREENOVA AEROpionics system.

## LOCAL PRODUCTION CHEAPER THAN IMPORTS

Cultivation in open fields did not ensure them to meet the expectations of their clients all year long. Erratic climate events affected both their own open field production but also their supply chain. **Switching to an aeroponic greenhouse** allows a **better consistency in production** but also to **get rid of pesticide** and offers **better working conditions** for the employees who work standing in a friendlier environment.

## HOW THEY MADE THE DIFFERENCE

Thanks to the installation of an **AEROpionic Greenhouse of 3500m<sup>2</sup>** in France, they ensure a **year-round production of high quality fresh herbs**. **Local production** is cheaper for her than the cost of imports, and enjoys offering healthy, **pesticide-free** products to its customers. This change also had an impact on the staff, as they now **work in better conditions** compared to the open field. **Less stress** for employees and a **controlled environment** with user-friendly technology.





## 4. FROM PROCESSOR TO GROWER

**Les Crudettes** is a leading French 'Ready-to-Eat' lettuce and aromatic herbs processor that works with the main retailers in the France, providing them with a large variety of aromatic herbs such as basil, chives, coriander, dill and more. Les Crudettes built up two greenhouses, one for R&D purposes and one for large scale herbs production.

“Our entire production 100% local, all year long”

Says LSDH Group, their partner, about CleanGreens Solutions

## STREAMLINING THE SUPPLY CHAIN

Part of the herbs and lettuces bagged by Les Crudettes was imported from Spain, seeing the **increasing water stress** on local producers and the threat it poses for their supply chain. **Freshness, quality and flavor are also compromised during the long import process.**

To solve these issues they decided to integrate vertically and start to produce their own aromatic herbs right next to their processing plant.



Some of the packaged varieties they produce, grown with our system.

## A SUCCESSFUL END-TO-END INTEGRATION

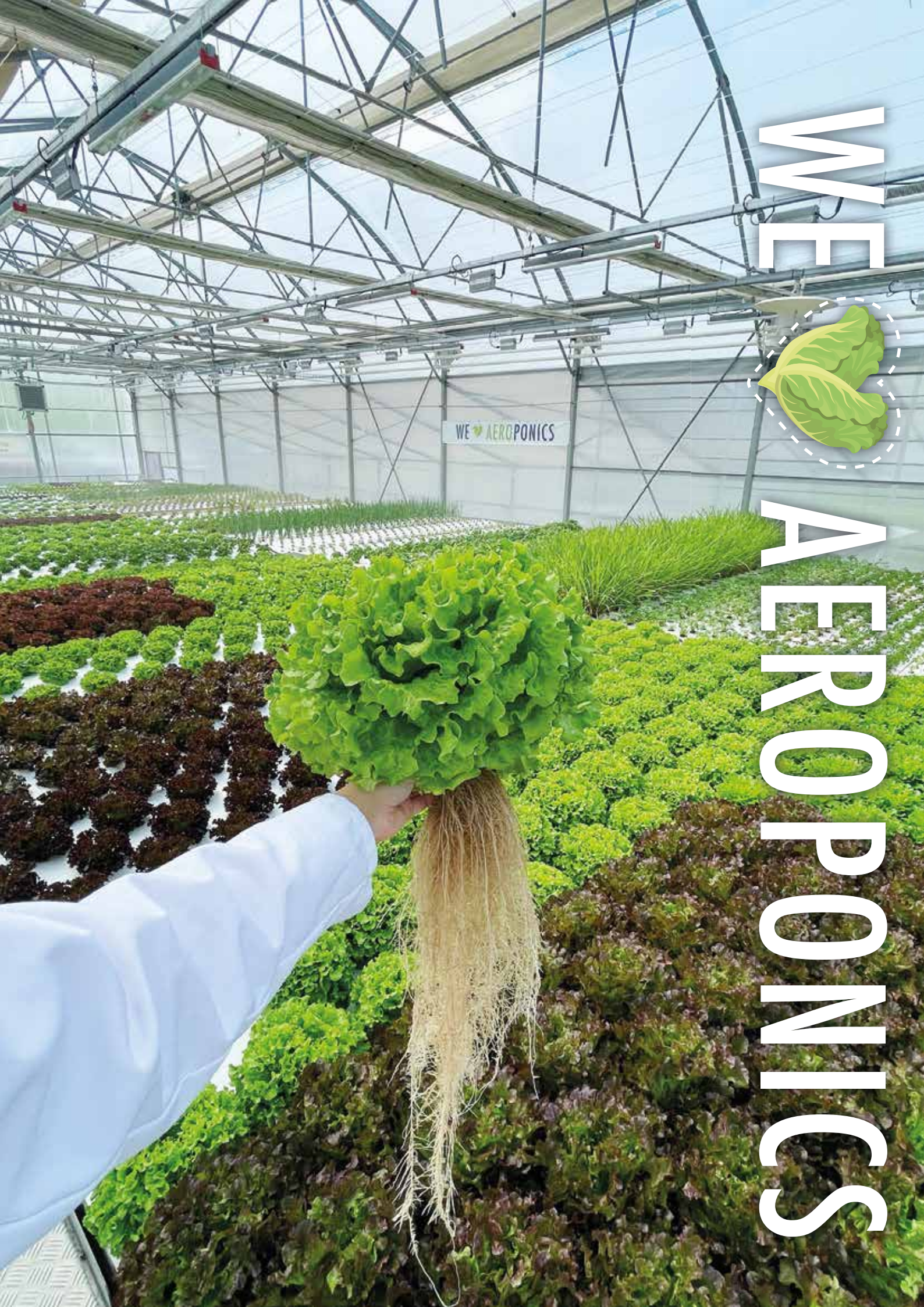
Thanks to the installation of an **AEROponic Greenhouse of 7000m<sup>2</sup>** in France, close to Orléans, they are producing all of their bagged aromatic herbs locally in a **controlled environment**, protecting them from erratic weather patterns that could disrupt their supply chain. By having a **flexible system** that can produce a **wide range of products**, Les Crudettes is answering to the French consumers demands to have access to **locally grown, zero pesticide aromatic herbs all year long.**



WE



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...Will you be the next?

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