

3rd International Food Innovation Conference

Vortrag / Speech

Tsipi Shoham

**Mit Urban Farms zur nächsten Pflanzen-Generation
Growing Next-Gen Greens Beyond Boundaries**

URBAN FARMS FOR NEXT-GEN GREENS



GreenOnyx
Securing **Fresh** Nutrition

Tsipi Shoham, PhD
CEO, Co-founder

PHYTONUTRIENTS DEFICIENCY



PHYTONUTRIENTS DEFICIENCY



A Global Syndrome

- Chronic disease
- Mental health disorders
- Longevity

Are you at Risk of
Phytonutrients deficiency?

8 out of 10 are!



THE FRAGILITY OF THE WORLD'S FOOD SUPPLY CHAIN



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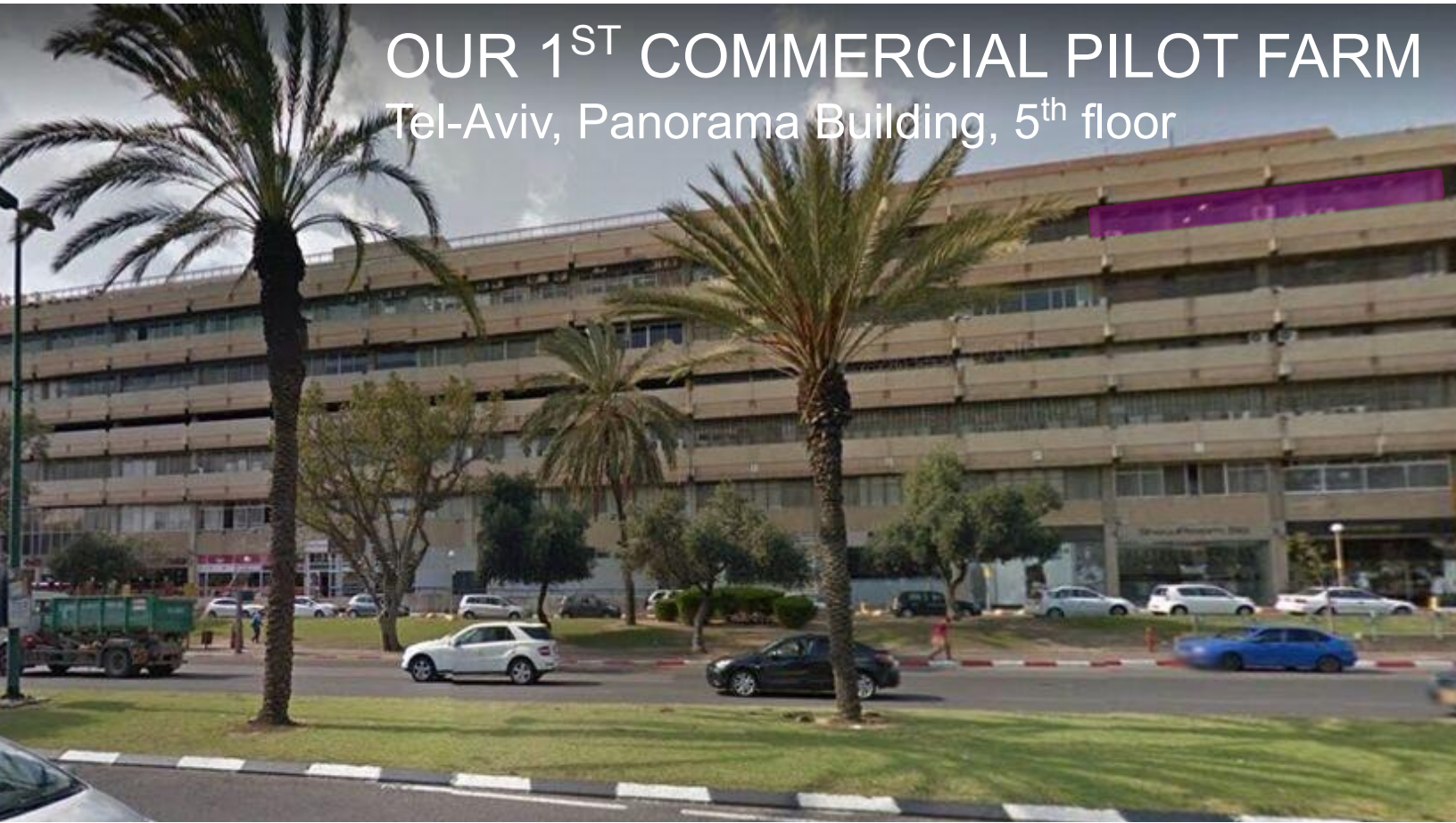
A sterile, modular, autonomous agricultural platform

Unique natural crops

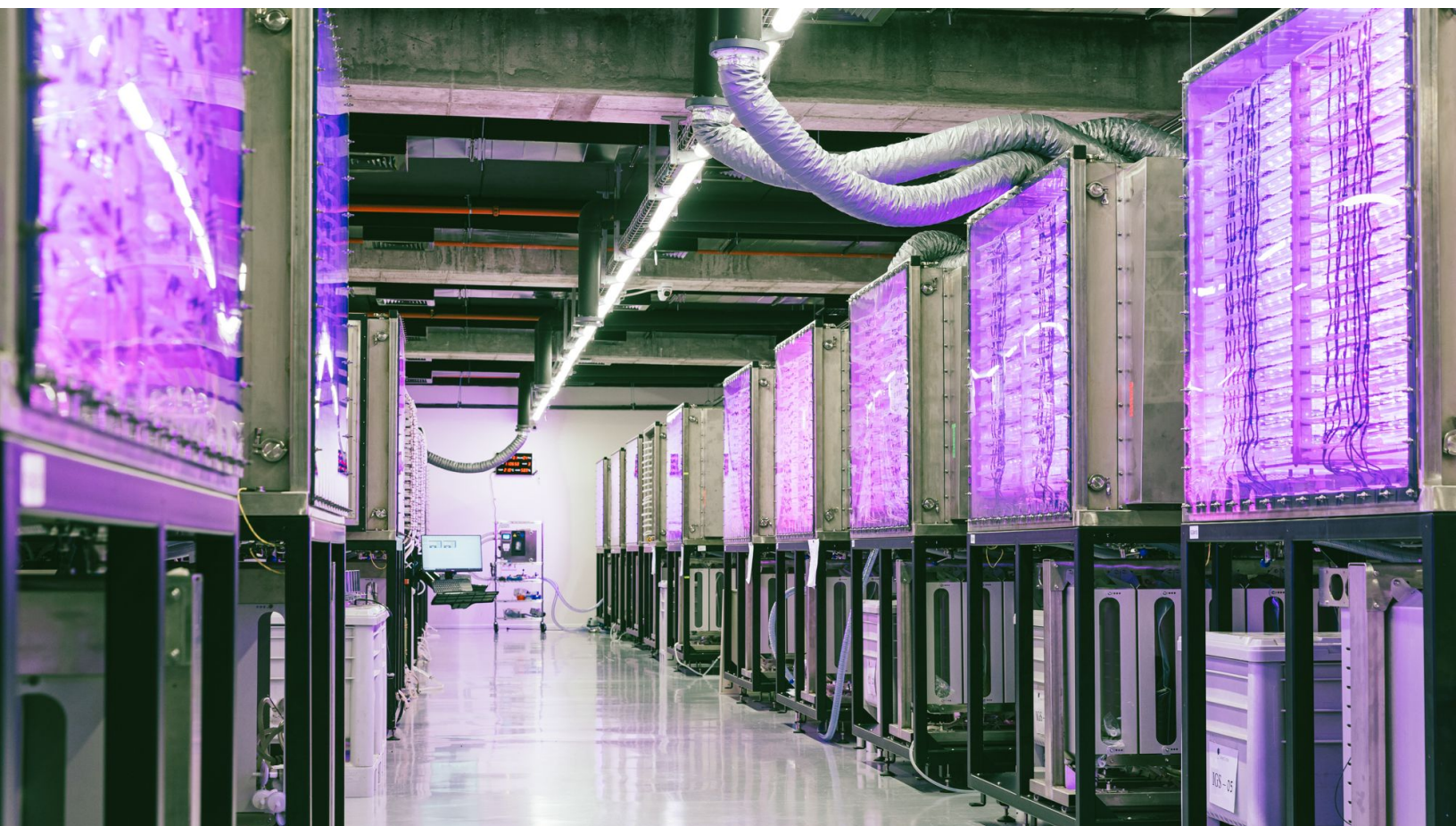


OUR 1ST COMMERCIAL PILOT FARM

Tel-Aviv, Panorama Building, 5th floor







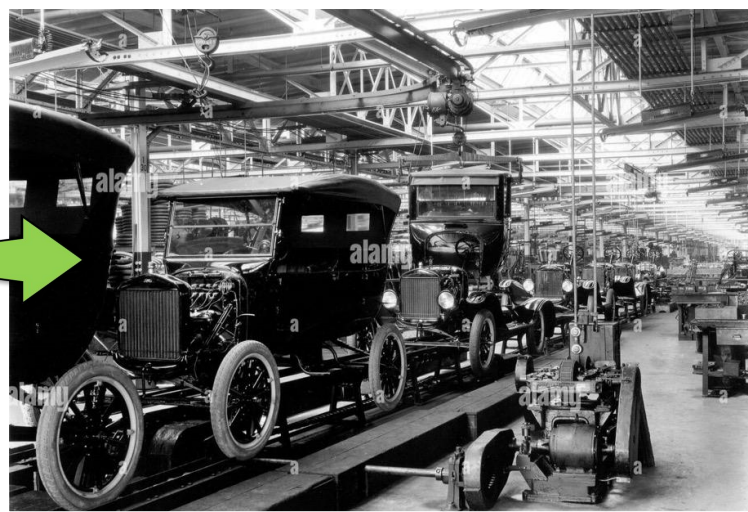
GREENONYX IS AT THE FOREFRONT OF A NEW AGRICULTURAL REVOLUTION



From Project



To production line



Our 1st crop – next generation greens



- **Natural vegetables** from the Duckweeds family (Water lentils)
- **Smallest vegetable** – every tiny grain is a whole plant (not cut, chopped, or processed)
- **Traditional food**
- **Most nutritious**



WANNA GREENS®



- An excellent source of Phytonutrients
- The **purest** - No pathogens or any pesticides
- Up to **6 weeks shelf-life**
- Most **palatable** - a fresh taste & a fun crunch
- Most **accessible** - Just 'scoop & use'



6 tablespoons Wanna greens® =
3 cups of fresh spinach leaves



Vitamin A	Excellent Source
Vitamin K	Excellent Source
Omega-3	Good Source
Zinc	Good Source
Potassium	Good Source
Phosphate	Good Source
Sodium	Free



With a fresh taste
and a fun crunch:
Make wholesome
fresh greens a
staple in
everyone's diet







POTEL & CHABOT
PARIS





COMING SOON TO RETAIL STORES IN ISRAEL:



Yogurt-Granola

Pudding Chia & Fruits

Cream & Strawberry

It is truly

the unexpected
vegetable®



Thank you

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