

Green Harvest

SUSTAINABLE FARMING PRACTICES

Tarita Pollicutte



GREEN HARVEST

Our innovative business, "GreenHarvest", aims to revolutionize agriculture by introducing sustainable farming practices that contribute to achieving several SDGs, including zero hunger (SDG 2), clean water and sanitation (SDG 6), and responsible consumption and production (SDG 12).



OUR MISSION

Empowering communities through sustainable agricultural practices, we are committed to promoting environmental stewardship and fostering economic growth while advancing Sustainable Development Goals (SDGs).



MEET THE TEAM



Founder & CEO
Tarita Pollicutte

Tarita has more than 30 years of experience in the agricultural industry. She has business skills and agricultural knowledge..



Advisor
Mariana Moolman

Mariana has innovative ideas within the agricultural sphere. She will bring her vast experience in rural agriculture to the Green Harvest Team..



Advisor
Mekaela Michales

mekaela is an experienced Human resources team member. She has years of experience in staff management & recruiting. She will apply this knowledge to appoint the staff members of the New Harvest Team.



DESCRIPTION OF THE BUSINESS IDEA

Why it is innovative and sustainable?

Green Harvest will utilize vertical farming technology combined with aquaponics to produce organic fruits, vegetables, and fish in urban areas. This approach minimizes water usage, reduces carbon emissions associated with transportation, and eliminates the need for harmful pesticides and fertilizers. Additionally, our farm will incorporate renewable energy sources such as solar panels and wind turbines to further reduce our carbon footprint.

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GREEN HARVEST

NEW PRODUCTS and Services

1. Organic fruits and vegetables grown using vertical farming techniques.
1. Fresh, sustainably sourced fish cultivated through aquaponics.
1. Educational workshops and tours on sustainable agriculture for schools and community groups.
1. Consulting services for individuals and businesses looking to implement sustainable farming practices.
1. Partnership opportunities for local restaurants and grocery stores to source fresh, locally grown produce.



MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

Market research indicates a growing demand for organic and locally sourced produce due to increasing awareness of environmental sustainability and health benefits. Moreover, urbanization has led to a rise in vertical farming initiatives as space becomes limited for traditional agriculture. Consumer preferences for eco-friendly products and services align with our business model, presenting a significant market opportunity.



GREEN HARVEST

COMPETITIVE ANALYSIS

While there are several competitors in the organic farming industry, Green Harvest differentiates itself through its innovative vertical farming and aquaponics approach, which allows for year-round production in urban areas. Additionally, our commitment to environmental sustainability and community engagement sets us apart from conventional farming practices. By offering educational workshops and consulting services, we aim to build strong relationships with our customers and contribute to the wider community.



**NEW HARVEST will create
opportunities for all.**



GREEN HARVEST

Thank you!

NEW HARVEST

Tarita Pollicutte

Founder

New Harvest

