

Future50

Food, Agriculture and
Land Use (FALU)

Vertical and Urban Farming/Aquaponics

Pure
Harvest

— SMART FARMS —

Pure Harvest Smart Farms



<https://pureharvestfarms.com>

#ClimateTech

Highlights:

Since its participation in the **Mohammed Bin Rashid Innovation Fund**,¹⁹⁰ the company is reported to have become the most funded start-up in the Middle East in 2022.¹⁹¹ It has raised more than **US\$387 million in a combination of equity, debt, and other finance, including** a US\$100 million commitment for future expansion from **Wafra International**.¹⁹²

The company has bought a controlling interest in a joint venture with **Al Dahra**, which operates a large-scale agriculture facility in Al Ain.¹⁹³ The company has signed a strategic partnership with **Saudi Arabia's National Agricultural Development Company (Nadec)**¹⁹⁴ for a large-scale food security project.

Strategic alliances:

- Plant Farms
- Facility Designers and Builders
- Software Suppliers
- Retailers
- Distributors
- Singapore Food Agency

List impact technologies:

Precision Agriculture, IoT, Automation, AI, Machine Learning (ML), Imaging, Climate Control Management, Solar Power, Food Waste Technology, High-Efficiency Heating and Cooling, Low-GHG Plastics

Headquarters:

United Arab Emirates

Middle East operational countries:

Kuwait, Saudi Arabia

Summary:

Pure Harvest Smart Farms is a technology-enabled agribusiness that deploys proprietary hybrid growing systems for **year-round production of fruits and vegetables through controlled-environment agriculture (CEA)**.¹⁸⁷

The company operates across the entire value chain – from design, procurement/system integration, construction and operations – through to marketing and sales. The operations are designed to deliver **sustainably grown**, pesticide-residue free, premium quality fruits and vegetables.

Impacts:

Pure Harvest Smart Farms **aims to contribute to net zero through renewable energy, decarbonisation, water conservation, and waste reduction**.¹⁸⁸ The company's CEA technology helps to overcome extreme heat, humidity, and water scarcity by **employing natural sunlight, minimal chemicals, and bees for pollination**.

Its facilities are partially powered by solar panels.¹⁸⁹ Pure Harvest Smart Farms claims that their buildings are also designed to use excess heat from nearby facilities, such as factory heat exhausts to help generate energy to power their facilities.

