



The added value of Water.

Enhancing water usage in agri-food to maximize productivity and sustainability.

Presented by: Camilla Khrulova, CEO





Historically known as the “bread basket of Europe” ...

Ukraine can become the “food basket” of the world.

Ukraine can open new opportunity for the world to get rid of hunger.

But, will there be enough water to grow and produce enough food?



HAPPY CARROTS - HAPPY PROFITS

How ozone technology gives an added value to “clean”



But, will there be enough water to grow and produce enough food?

Agri-Food sector is highly dependent on water and increasingly subject to water risks.

It is also the largest using sector and a major polluter of water.

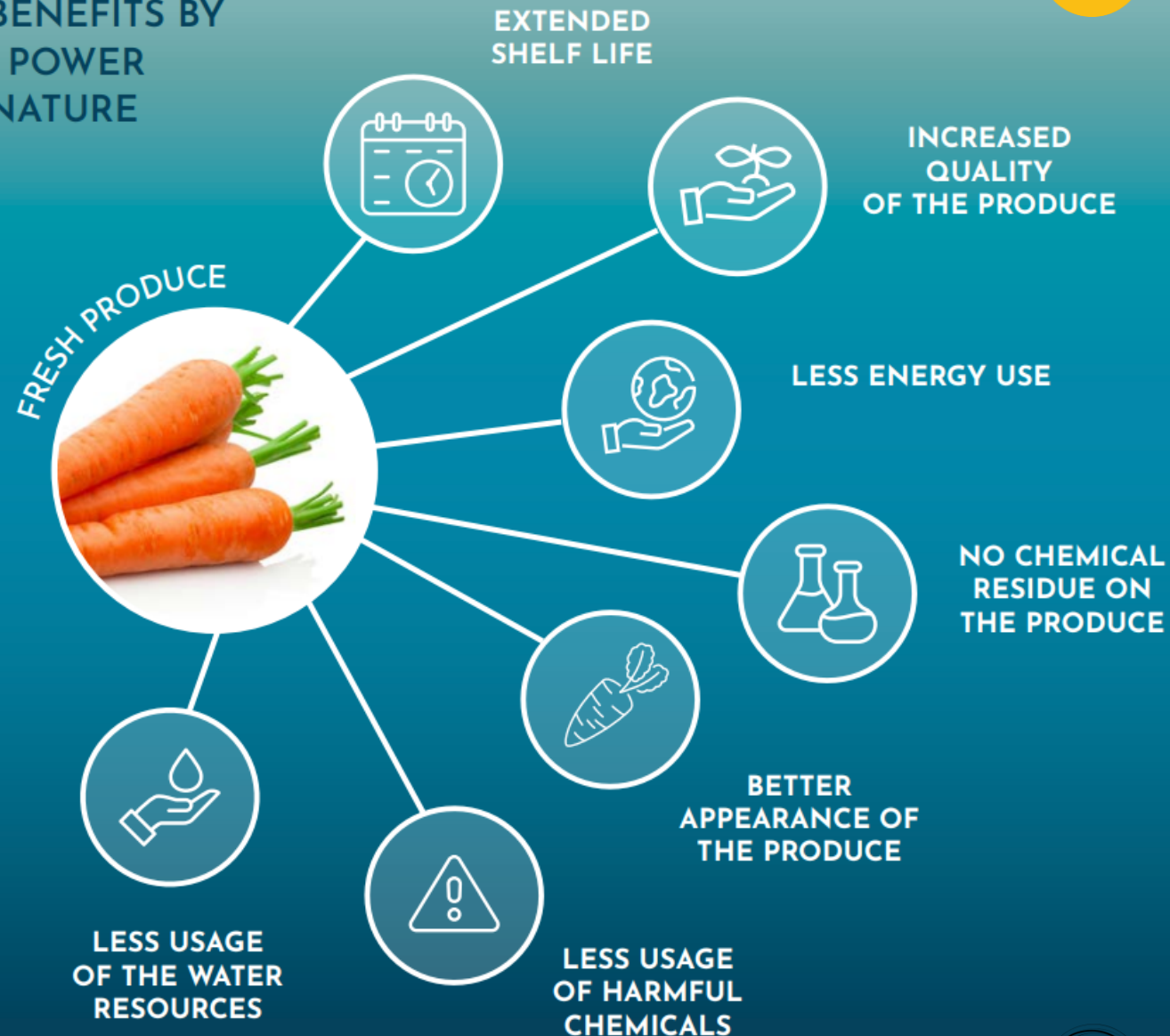


Sustainable and resilient *food systems* depend on sustainable and resilient *water management*.

Ukraine can take the position as the **most sustainable food producer** in the world.

If we re-think the **added value of water**.

A SOLAR SYSTEM
OF BENEFITS BY
THE POWER
OF NATURE



Sustainable and resilient *food systems* depend on sustainable and resilient *water management*.

Incremental improvement – Drastic impact





CONSUMER

- Less food waste
- Less resources waste
- No foodborne diseases
- Environment awareness
- Food safety

PRODUCERS

- Less water use
- Facilitate water re-use
- Less chemical use
- No product recall
- Extended shelf life
- Less product loss
- Less production downtime
- Sustainability goals
- Industry 4.0
- Higher yield



OVERALL INDUSTRY

- True applied innovation
- Less waste throughout food chain
- Compliance with the sustainability goals
- Resource preservation

RETAILERS/ DISTRIBUTORS

- Longer shelf life
- Less food waste
- Less discounting

Incremental improvement
Drastic impact
True sustainability



So, will there be enough water to grow and produce enough food?

Yes, if...

We use the chance and implement available technologies to work with resources fairly, responsibly and profitably!



Thank you!

APPLICATION - CARROT INDUSTRY



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