

## Urban Crop Solutions wins the Public Choice Award on the European finals of the FoodNexus Challenge

Urban Crop Solutions was awarded the Public Choice Award on the European finals of the FoodNexus Challenge on Thursday evening December 13<sup>th</sup>. Fifteen companies from 8 different EU countries were competing during a three day event in Wageningen (NL) for the European FoodNexus Challenge Award. The expert audience consisting of academic, corporate and venture capital people selected Urban Crop Solutions during a live closing event.

FoodNexus is a European consortium of international food companies and leading knowledge institutions that strives to create a robust and sustainable European Food System. Fifteen finalists were selected for the European final in Wageningen (NL) out of over 470 applications from European companies. During the past three day event a bootcamp was organized for the European Finalists so that they could work together with R&D and Innovation Managers from corporate partners in facilitated workshops. The goal was to prepare all parties for collaboration projects on e.g. co-development of the startup or scale up's technology or international marketing and sales. More than 300 people attended the closing night on Thursday and were able to vote at the end of the event for the Public Choice Award. Representatives of the corporate partners (Unilever, Nutreco, FrieslandCampina and Ahold) as well as other managers from international corporations, the academic community and private equity investors were present during this final session. Prince Constantijn of The Netherlands joined a panel on Corporate-Startup engagement during this event.

*"This award is a very important international recognition for our team and for our realizations in the last year. During the past three days we felt great support for our business model. The feedback that we received from corporate experts makes us believe even more that indoor vertical farming solutions have a great potential worldwide to optimize supply chains and plant production in many industries",* says Maarten Vandecruys, CEO of Urban Crop Solutions. Brecht Stubbe, Global Sales Director of Urban Crop Solutions adds *"Our global approach and our focus on automated and robotized systems were very much liked by the European audience during the event. We should leverage on this Award and increase our presence in the world even faster. The last weeks we have felt a lot of international traction for our systems"*

Urban Crop Solutions develops tailor-made plant growth installations for its clients. These systems are turnkey, robotized and able to be integrated in existing production facilities or food processing units. Urban Crop Solutions also has its own range of standard growth container products. Being a total solution provider, Urban Crop Solutions can also supply seeds, substrates and nutrients for clients that have limited or no knowledge or experience with farming. Currently the company has developed plant growing recipes for more than 200 varieties of crops that can be grown in closed environment vertical farms. These recipes (ranging from leafy greens, vegetables, medicinal plants to flowers) are developed specifically for indoor farming applications and sometimes exclusively for clients by its team of plant scientists.

Urban Crop Solutions has started activities in Miami (Florida, US) in 2016 and is soon to open a division in Japan.

---

For more information on this press release, on Urban Crop Solutions or on the products and services of Urban Crop Solutions you can contact Maarten Vandecruys, Co-founder and Managing Director ([mava@urbancropsolutions.com](mailto:mava@urbancropsolutions.com)), Brecht Stubbe, Global Sales Director ([brst@urbancropsolutions.com](mailto:brst@urbancropsolutions.com)) or visit our website ([www.urbancropsolutions.com](http://www.urbancropsolutions.com)):

Company headquarters:

Regional headquarters:

Press release Urban Crop Solutions  
Beveren-Leie (Waregem) – Belgium  
December 14<sup>th</sup>, 2017  
FOR IMMEDIATE RELEASE



Grote Heerweg 67  
8791 Beveren-Leie (Waregem)  
Belgium  
Europe

800 Brickell Avenue, 1100 Suite  
Miami (FL 33131)  
Florida  
USA

Facebook:  
Twitter:  
LinkedIn:  
YouTube channel:

[www.facebook.com/urbancropsolutions](http://www.facebook.com/urbancropsolutions)  
[www.twitter.com/U\\_C\\_Solutions](https://www.twitter.com/U_C_Solutions)  
[bit.ly/UrbanCropSolutionsLinkedIn](http://bit.ly/UrbanCropSolutionsLinkedIn)  
[bit.ly/UrbanCropSolutionsYouTube](http://bit.ly/UrbanCropSolutionsYouTube)

The following pictures are attached to this press release:



*European FoodNexus Award Ceremony. From left to right: Frederic Bulcaen (Co-founder & Chairman at Urban Crop Solutions), Brecht Stubbe (Global Sales Director at Urban Crop Solutions) and Maarten Vandecruys (Co-founder & CEO of Urban Crop Solutions).*

Press release Urban Crop Solutions  
Beveren-Leie (Waregem) – Belgium  
December 14<sup>th</sup>, 2017  
FOR IMMEDIATE RELEASE



European FoodNexus Challenge 2017. From left to right: Maarten Vandecruys (Co-founder & CEO of Urban Crop Solutions) & Brecht Stubbe (Global Sales Director at Urban Crop Solutions).

Press release Urban Crop Solutions  
Beveren-Leie (Waregem) – Belgium  
December 14<sup>th</sup>, 2017  
FOR IMMEDIATE RELEASE

---



*PlantFactory at the headquarters in Beveren-Leie (Waregem), Belgium*