

The Villages
grown®



Our Mission:

Cultivating a Vibrant Community

- Nutrient Dense
- Hyper local produce
- Farm to Table in 24-48 Hours





Sustainable Hydroponic Farming

- Recycled and reused nutrient water
- Multiple filtration system
- Compostable grow media (coconut fiber/peat moss)
- Only grow what we need for sales
- Unsold produce is donated to organizations like Feeding Florida
- Global Gap Certification

Crops & Output

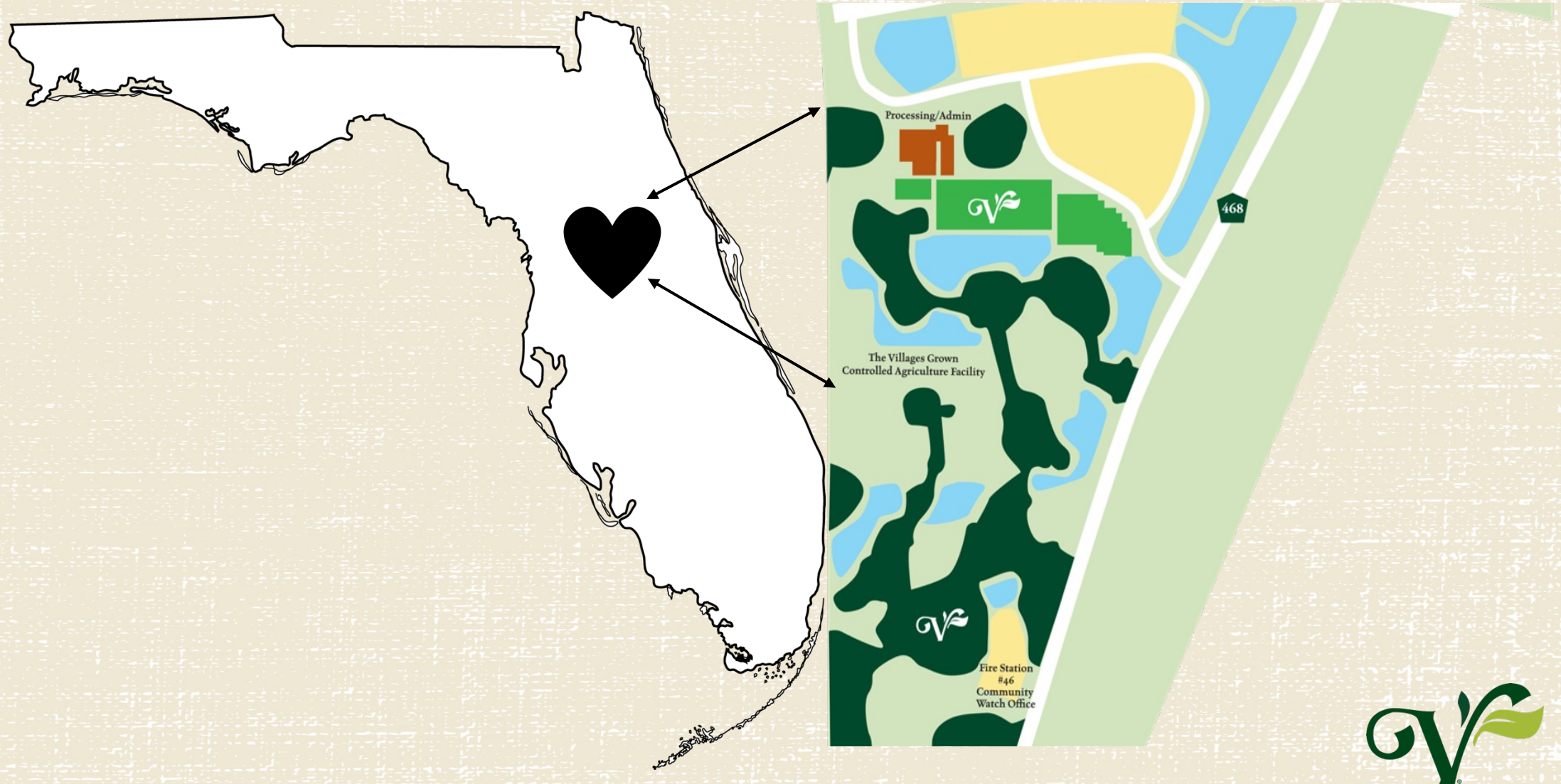
- 90,000 Heads of Lettuce
- 7,000 lbs of Herbs
- 4,000 lbs of Microgreens



THE VILLAGES GROWN HISTORY

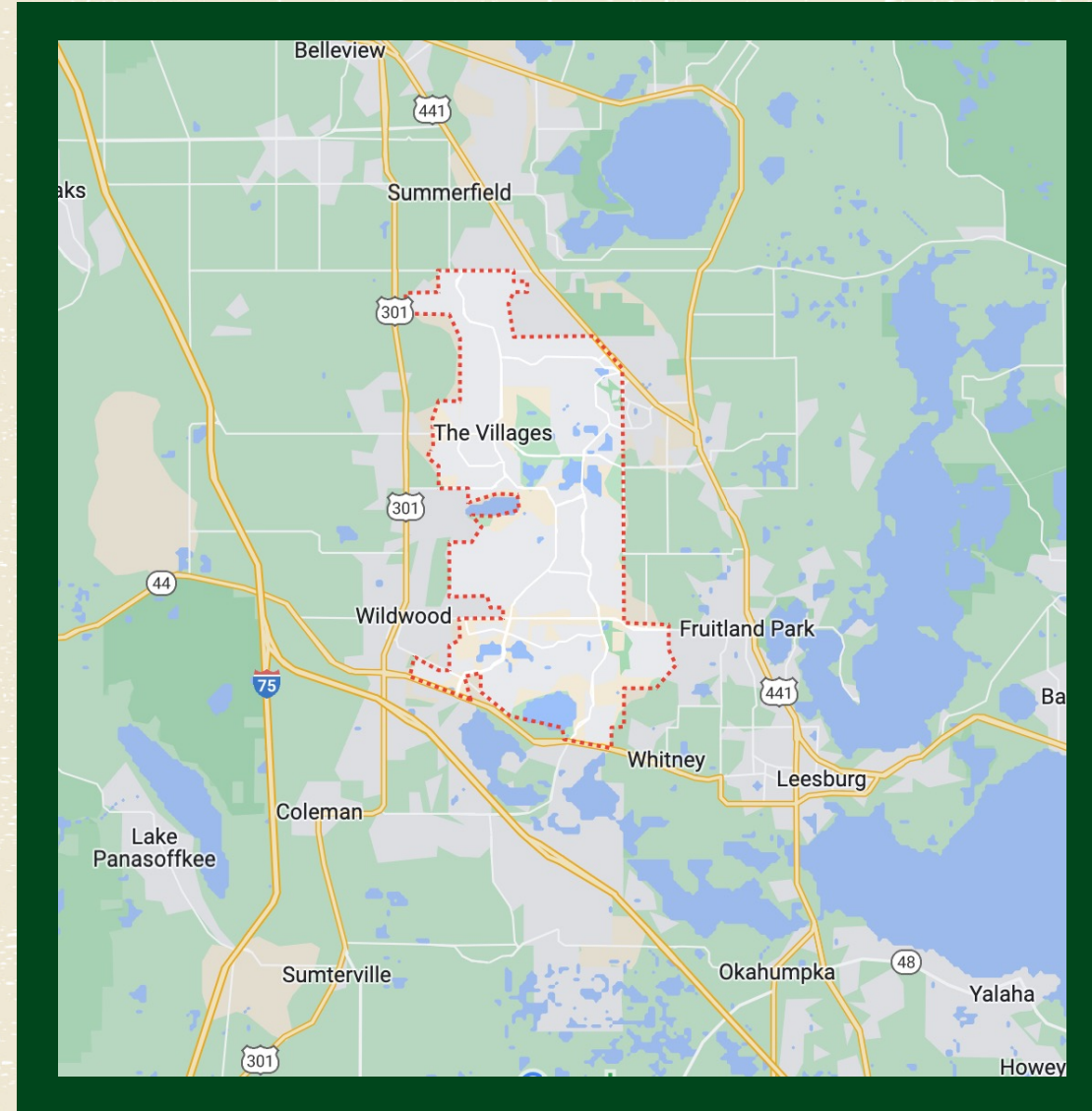


The Villages Grown Map



What is The Villages

- 20+ square miles developed residential and commercial real estate
- 57+ under development
- 150,000+ active residents, “Villagers”
- 77,000+ homes
- 3,000+ clubs
- World-class health network
- Top rated recognized charter school
- 230 pickleball fields
- 50+ Executive/Championship golf courses



Brand Refresh 2024

KEEP YOUR FRIENDS
CLOSE
& YOUR PRODUCE
CLOSER

The Villages
grown®



New Retail Point-of-Sale Signage



Overhead signage available to include distance from The Villages Grown farm

Microgreen Blends



BREAKFAST BLEND

TASTE: Sweet, Nutty, Green, Vibrant

NUTRIENTS: Vit. A, C, E, K, Folate, Calcium, Potassium, Iron

PAIRINGS: Omelettes, Avocado Toast, Smoothies



SMOOTHIE BLEND

TASTE: Sweet, Nutty

NUTRIENTS: Vit. A, C, E, K, B6; Folate, Calcium, Potassium, Magnesium

PAIRINGS: Smoothie, Smoothie Bowl, Oatmeal, Protein Shakes



WELLNESS BLEND

TASTE: Sweet, Peppery

NUTRIENTS: Vit. A, C, K, Folate; Calcium, Magnesium, Iron

PAIRINGS: Roasted Veggies, Quinoa, Smoothies

Microgreens



ARUGULA

TASTE: Spicy, Nutty, Peppery

NUTRIENTS: Vit. C, K, Folate;
Calcium, Potassium, Iron

PAIRINGS: Pasta, Pizza, Salads,
Sandwiches



BROCCOLI

TASTE: Mild, Crunchy, Slightly Bitter

NUTRIENTS: Vit. C, K, Folate;
Calcium, Potassium

PAIRINGS: Stir-Fry, Quiche, Roasted
Veggies



KALE

TASTE: Mild, Sweet

NUTRIENTS: Vit. A, C, K,
Calcium, Potassium, Iron

PAIRINGS: Smoothies, Salad,
Sandwiches, Wraps, Kale Chips

Microgreens Cont'd



KOHLRABI

TASTE: Turnip-Like, Sweet

NUTRIENTS: Vit. C, B6, Folate;
Calcium, Potassium, Magnesium

PAIRINGS: Slaw, Stir-Fry



RAINBOW

TASTE: Mild, Sweet, Nutty, Earthy

NUTRIENTS: Vit. A, C, K, B6, Folate;
Calcium, Potassium, Iron, Magnesium

PAIRINGS: Sandwiches, Wraps, Salads
Smoothies, Eggs, Avocado Toast



SUNFLOWER

TASTE: Nutty, Dense, Crunchy

NUTRIENTS: Vit. E, B6, Folate;
Calcium, Magnesium, Iron

PAIRINGS: Salad, Smoothie, Wraps

Herbs



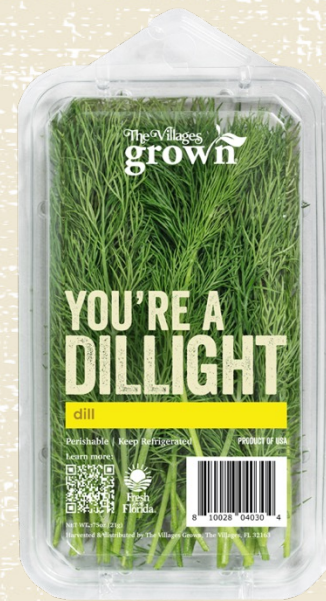
BASIL



CHIVES



CILANTRO



DILL

Herbs Cont'd



MINT



PARSLEY



ROSEMARY



SAGE

Herbs Cont'd



THAI BASIL



THYME

Lettuce



BUTTERHEAD



FRISÉE



HYDROCRUNCH



2 Pack Mini Romaine Launching Spring 2024



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