



GrwNxt

FRESH FOOD INFRASTRUCTURE FOR MEGACITIES

Amsterdam, May 13th, 2020

To Whom it may concern,

The Rockefeller Foundation's Food System Vision Prize 2050 is a great initiative and with this letter we would like to express our full support for the application of Wageningen University and the University of the District of Columbia's College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES).

GrwNxt has positive experiences built up with the researchers, students and staff of Wageningen University. The social relevancy of projects is one of the key stones in their decision to initialize or collaborate in project with local and international stakeholders. The future orientation of Wageningen University and the zest for putting new concepts in practice is something we see coming back in the application for Rockefeller Foundation's Food System Vision Prize 2050.

In the proposal for Rockefeller Foundation's Food System Vision Prize 2050 we see GrwNxt and its ecosystem of parties as fully committed to collaborate and share our knowledge for revolutionary fresh food production systems in urban settings. As ecosystem thinkers and entrepreneurial practitioners we can facilitate transformation in food diet behavior at local level.

We are the founders of GrwNxt, the developers of the New New Thing in indoor fresh food production in megacities. GrwNxt stands for a data-driven, modular growth facilities for locally grown fresh produce. The facilities are medium scale and are embedded in urban settings. They are part of an international digital infrastructure. The local Freshineers, who take care of the growth processes in the modulse, are trained by GrwNxt and CAUSES in collaboration with Wageningen. The social return of the Freshineers go beyond the creation of new employment in the neighborhood. They are also facilitators for changing meat- and fast food based diets to plant-based, future proof, sustainable diets for a healthy living.

Should you have any questions or would you like to know more, please let us know. We wish you wisdom and creativity in the work of your Foundation.

Yours sincerely,

Prof. dr. Annemieke Roobeek, founder GrwNxt



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