
2021 IN REVIEW



OUR VISION

ASPIRATIONAL GOALS

VALUES

2021 IMPACT



VISION

WE WORK WITH PASSION, ACCOUNTABILITY AND TRANSPARENCY TO BRING LOCAL FOOD ON EVERYONE'S TABLE IN A FAIR MANNER.

Local food
on everyone's table



ASPIRATIONAL GOALS

WE PROVIDE EASY ACCESS TO LOCAL, HEALTHY FOOD WITH KNOWN ORIGINS TO URBAN CONSUMERS.

WE ENABLE RESILIENT & DECENTRALIZED FOOD SUPPLY CHAINS TO AGGREGATE & STANDARDIZE SUPPLY, REDUCE FOOD WASTE & LOGISTICS COSTS.

WE BUILD THE COMMUNITY OF RESPONSIBLE PRODUCERS & CONSUMERS.



VALUES

WE STRIVE WITH **PASSION** TO ACHIEVE OUR VISION.

WE **RESPECT** THE FARMERS' EFFORTS TO PRODUCE THE BEST INGREDIENTS, AS WELL AS THE CUSTOMERS' CARE TO OFFER QUALITY FOOD.

WE **TRUST** ALL OUR PARTNERS AND ARE WORKING WITH THEM IN A TRANSPARENT MANNER TO ACHIEVE THE COMMON VISION.

WE TREAT OUR PARTNERS WITH **INTEGRITY** – EQUITABLE PAY FOR FARMERS, FAIR PRICE FOR CONSUMERS, VALUE CREATION FOR INVESTORS.

WE ACT WITH **ACCOUNTABILITY** – WE ALWAYS DELIVER ON OUR COMMITMENTS.

WE ARE **FUTURE FOCUSED** – WE TAKE CARE OF THE ENVIRONMENT THROUGH ALL OUR ACTIONS, TO PROTECT THE WORLD OF TOMORROW.



2021 IMPACT



50.000

healthy meals cooked by chefs
with local ingredients



2021 IMPACT



20 families

have generated constant monthly revenues
by selling through the Verde platform



2021 IMPACT



50km instead of 2.000km

Through Verde, the local fresh produce is delivered from nearby farms, traveling up to 50km. Those imported travel up to 2.000km.



2021 IMPACT



16 hours instead of 10 days

Through Verde, the local fresh produce is delivered
16 hours after being harvested.
Those imported travel up to 7-10 days.

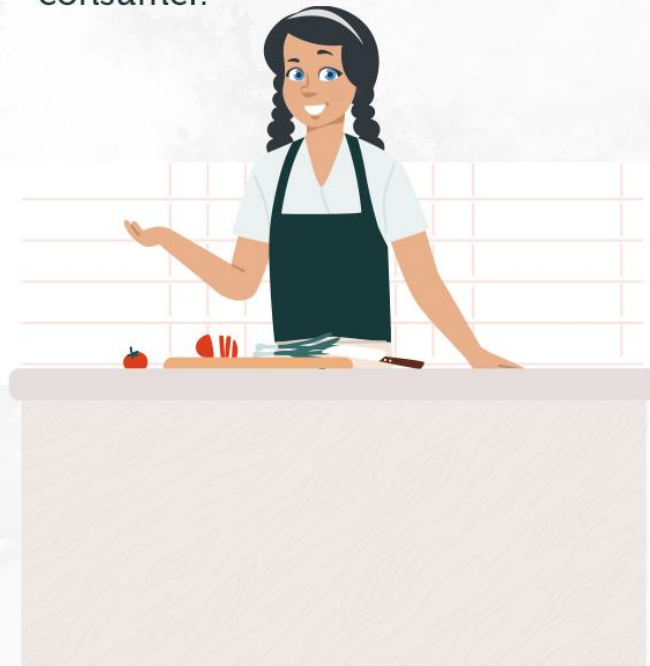


2021 IMPACT



15% less waste during distribution

At Verde, we reduce the produce waste by avoiding long distance transport and warehousing between farm and consumer.



2021 IMPACT



Verde vs. other supply chains

Verde



0%
waste during
distribution



50 km
transport



16 hours
delivery time

Other supply chains



15%
waste during
distribution



2.000 km
transport &
storage



7-10 days
delivery time

