

INFORMATION FOR THE PRESS

AT NOVELFARM THE RESULTS OF THE 2019 WORLD CENSUS ON HYDROPONIC CROPS AND VERTICAL FARMING WILL BE ILLUSTRATED

On 19th and 20th February 2020, in Pordenone, the whole industry chain will evaluate its situation with conferences, demonstrations and business meetings

January 22, 2020. On January 13th, 2020, the results of the **world census on operators of agriculture in a controlled environment** will be illustrated at Novelfarm, thanks to an agreement with **Agriitecture**, a consultancy company based in New York, and **Autogrow**, a New Zealand company specialized in the automation of indoor cultivations.

The survey is the most extensive conducted to date on a rapidly developing sector, but where it is somewhat difficult to find reliable data on the front of operators owning greenhouses and cultivation plants. The census, to which Novelfarm organizers contributed in its data collection, includes 45 questions and managed to collect 316 interviews in 54 countries.

We are glad to anticipate some results of the census:

- agriculture in a controlled environment is now **globally widespread**. 80% of the polled operators come from countries other than the United States and 30% operate in developing countries;
- **most produced crops are salads, microgreen, herbs** and other leafy vegetables such as beetroot and cabbage;
- in terms of cultivation methods, the most common in agriculture in a controlled environment is **hydroponics**;
- in contrast to traditional agriculture where the average age continues to rise, the farming in a controlled environment attract **many young people**: 44% of the founders of the companies interviewed are between 21 and 30 years of age and 30% between 31 and the 40;
- 46% of all companies that debuted in 2019 have **founders with no previous experience in agriculture**.

The report is a mine of detailed data and crossings between demographic information, growth methods, types of structure, services offered, marketing strategies, perceived challenges, future perspectives for farmers and a lot more.

The presentation of the census results will take place in the morning of February 20th, the second day of the event, in the **Greenhouses are Green & Tech** session.

Link to download the 2019 Global CEA Census Report: www.agriitecture.com/census.

Snapshot 2019.

316 people responded to the survey. Of those **43** started their business this year, these are their numbers:



19% received funding (50% from corporate investors), 16% applied but were not successful. 65% did not pursue funding.



77% male founders 23% female founders.



65% of companies are currently pre-revenue stage (the maximum revenue for this group is USD\$250-500K).



21% of those companies based in the United States.



16% are currently pre-profit. 19% are breaking even, 26% profitable, 39% declined to state.



65% grow salad greens and microgreens.



46% of the founders had no experience at all in agriculture. 44% of those founders were between 21-30 years of age.



61% in indoor vertical farms.
32% in greenhouses.



90% plan to increase their production area.

Top Three Challenges Were:



CEA Census Report 2019

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*NovelFarm to be held on February 19 and 20, 2020 at Pordenone Fiere Exhibition Centre, will host the protagonists, the technologies and the research work of the revolutionary sector of agriculture in a controlled environment. Further details and updates on **NovelFarm** are available at www.novelfarmexpo.it/en/*

*The event will take place simultaneously with **AquaFarm** international exhibition-conference dedicated to aquaculture, algae culture, shellfish and sustainable fishing - www.aquafarm.show/en/*

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