



urbanfarmup

Rieber

This is us

2018 **2**

founded in Gießen



full-time
employees

50 m²

vertical indoor farming

12.480 kg

48,000 boxes/year



2024

Cooperation with maxmaier®
businessgroup in Ludwigsburg

urbanfarmup

3

full-time
employees

5

mini-
jobbers

200 m²

vertical indoor farming

64.400 kg

240.000 boxes/year

Challenges

Why vertical farming?



Climate change and crop failures

Extreme weather threatens yields and security of supply.



Resource scarcity

Overuse of soil and groundwater, declining nutrient quality.



pollutants and pesticides

Contamination of food, soil and environment.



Climate impact from food logistics

Long transport routes cause high CO₂ emissions.

Who we are – Collaboration for Innovation

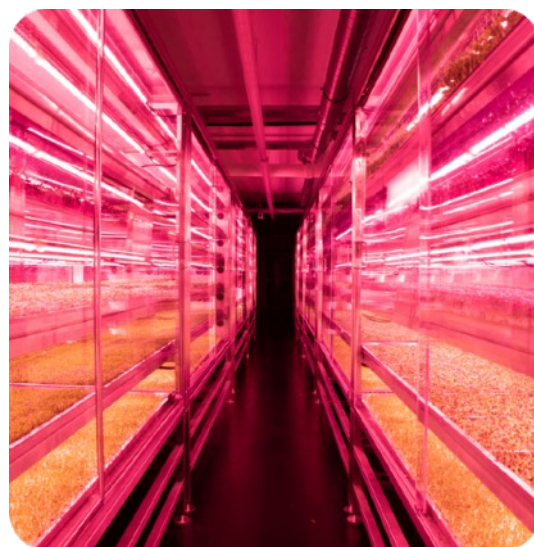
Rieber



**No plastic –
Stainless steel**

- Farming infrastructure system
- Reusable GN system
- CHECK HACCP

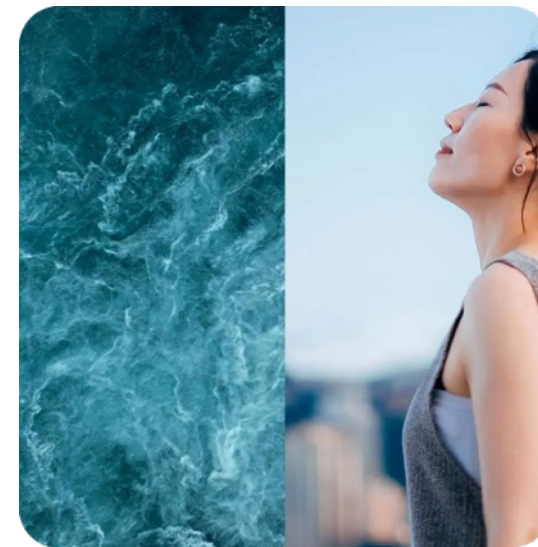
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**No pesticides –
Organic**

- Microgreens vertical farming
- Cultivation
- Operation

**MANN+
HUMMEL**



**Clean
water & air**

- Air & water filtration
- Digital regulation & control

Our production site

Why at urbanharbor?

microgreens
made in Germany 

Renter



CO₂ neutral workplaces

Regional office catering
with future brain food

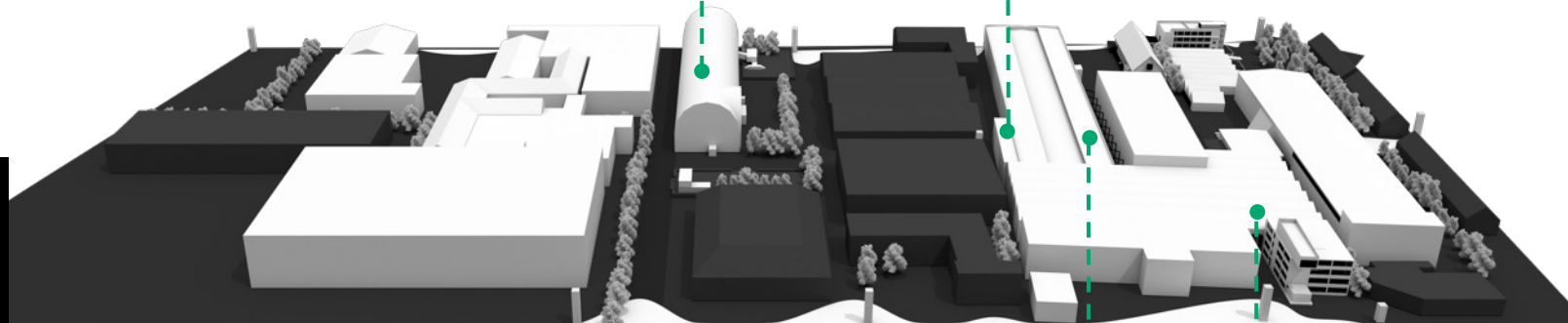
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Sustainable Land Transformation

Vacant underground areas
developed into farming areas

urbanharbor
maximaler
urbandevlopment



speisewerk

urbanharbor canteen



**Supply of renewable energy
via PV systems on the roofs**

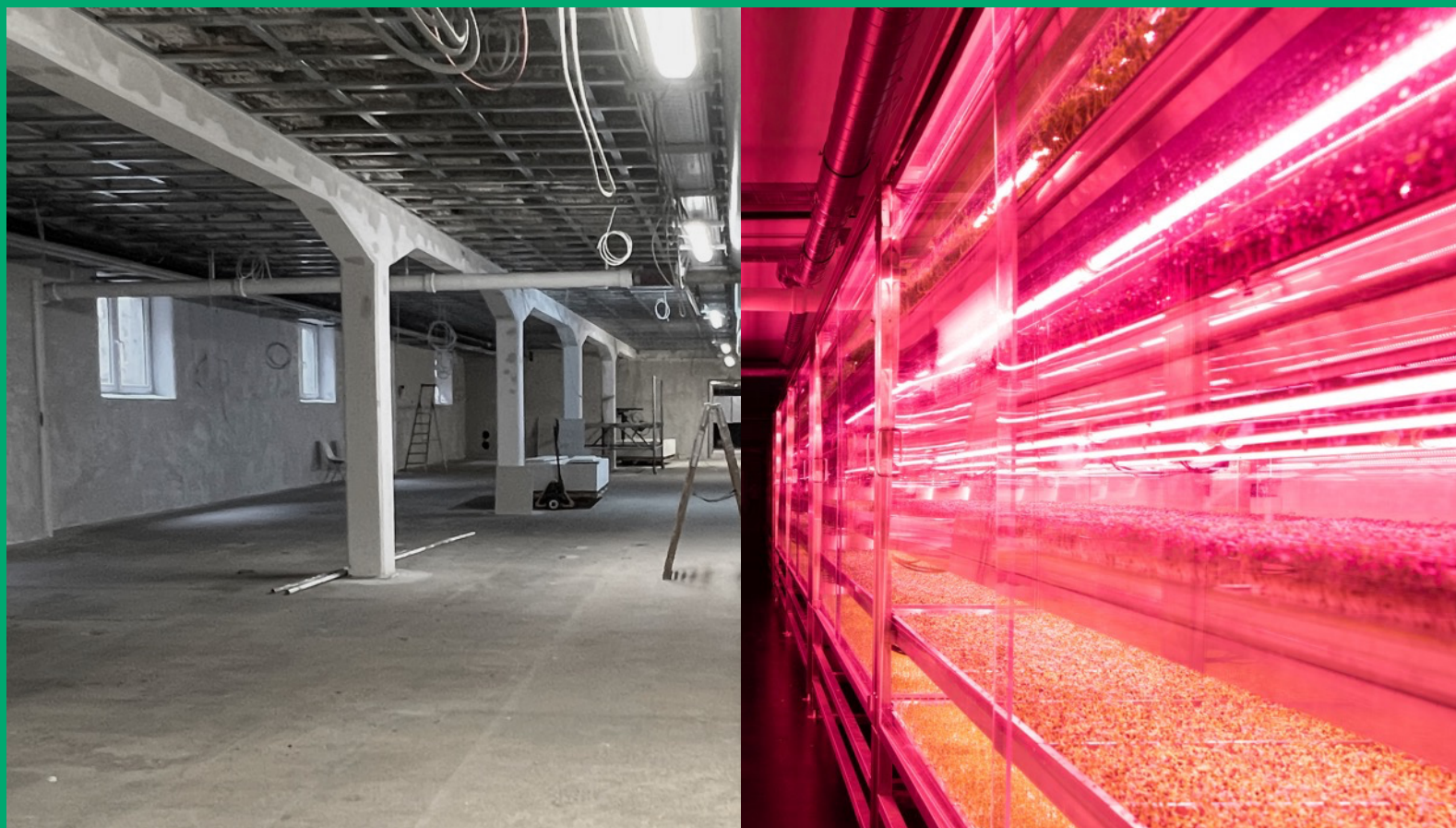


Sustainable Land Transformation

underground farming in
the air raid shelter at

urbanharbor

maximaler
urbandevlopment



urbanfarm USP's

We stand for sustainability from the field to the plate.



Vertical indoor farming: space-efficient, providing perfect climate conditions 365 days a year for 100% delivery reliability.



Water savings of up to 95% compared to conventional agriculture.



100% plastic-free from cultivation, harvesting to packaging and transport.



CO₂-neutral operations powered by renewable energies from the urbanharbor area: **5,000 qm of PV** panels on the roofs.



Sustainable land use through the transformation of existing underground, formerly unusable areas (formerly air raid shelters).



Natural insulation resulting in **lower energy demand** and constant year-round temperature.



Intelligent energy management controlled and continuously optimized through AI and sensor technology.



Targeted production to meet demand without overproduction, ensuring **zero food waste**.



Local production for regional customers, minimizing transportation distances.



Hemp mats made from **100% German cultivation and processing**, non-GMO, Bioland-certified quality.



High degree of **automation and ergonomic** production processes.



Highest quality standards and food safety, QS certification: QS-ID 4953113190783.



Ludwigsburg

underground farming in
the air raid shelter at

Sustainable energy-efficient
land transformation

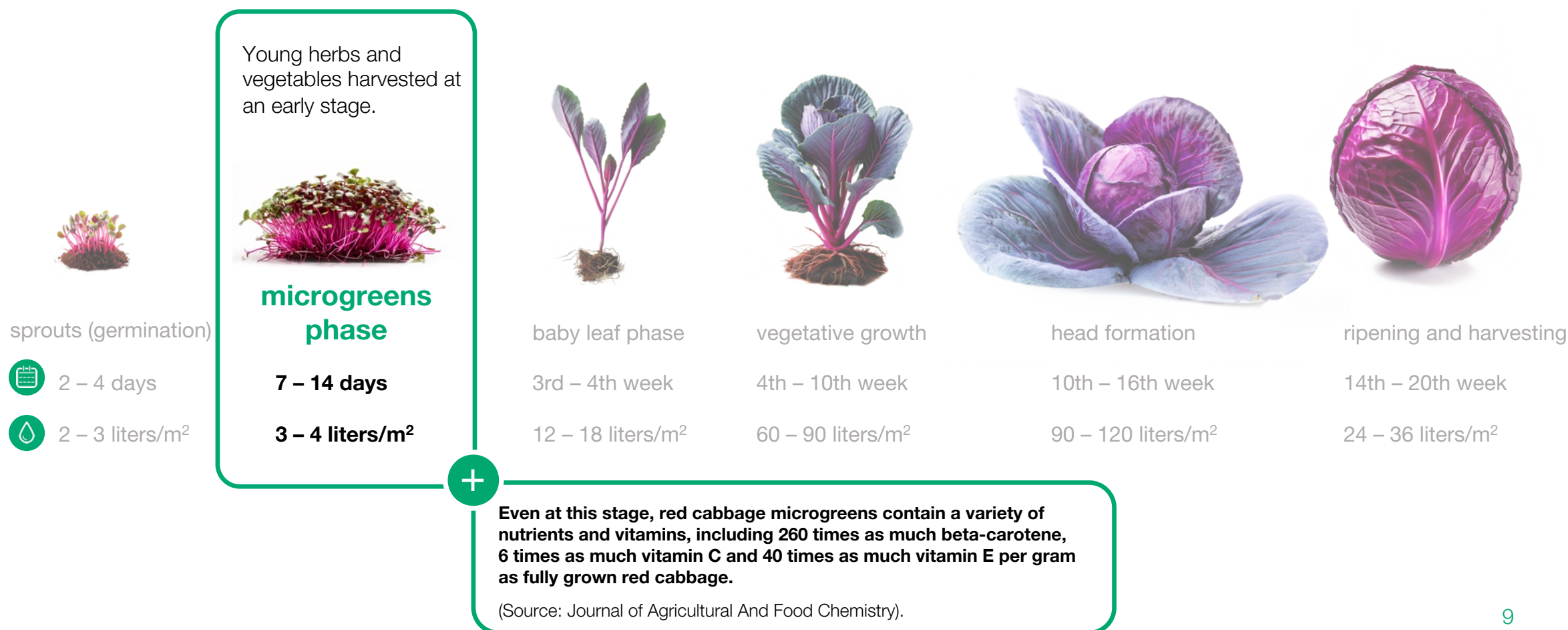


Impressions



What are microgreens?

From seed to head: The growth phases of red cabbage as an example



Comparison

microgreens broccoli



14 days

7 days

153 cm²

0,35 l

No

CO₂ positiv

VS.

2 broccoli



3 – 5 days

7 weeks

5.000 cm²

280 l

Yes

600 g CO₂

 durability

 cultivation

 cultivated area

 water consumption

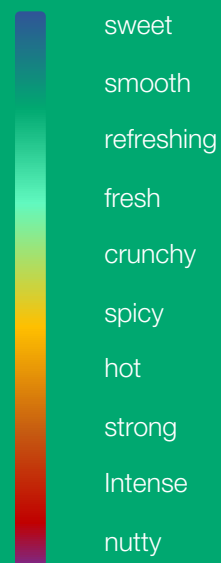
 pesticides

 footprint

microgreens

Vitamins & Nutrition Boost

15 varieties with diverse flavors and nutrients*.



*per 100 g

Sweet pea
sweet & smooth



22 mg Vitamin C
600 µg Vitamin A
5 g Protein

Pea
crunchy & fresh



45 mg Vitamin C
39 µg Vitamin K
5.5 g Protein

Cucumber
refreshing



55 mg Vitamin C
2040 µg Vitamin A
2 g per Omega-6

Fennel
sweet



50 mg Vitamin C
5 mg Vitamin E
494 mg Potassium

Mustard
spicy & hot



220 µg Vitamin K
1500 µg Vitamin A
2.5 mg Iron

Wasabi
strong



65 mg Vitamin C
250 µg Vitamin A
45 µg Vitamin K

Red cabbage
intense



147 mg Vitamin C
550 mg Polyphenols
2.2 mg Vitamin E

Cilantro
fresh & intense



15.4 mg Vitamin E
1500 µg Beta-Carotene
300 µg Vitamin K

Radish
spicy



29 mg Vitamin C
3.5 mg Vitamin E
75 µg Vitamin K

Radishes
strong & refreshing



4.1 mg Vitamin E
29 mg Vitamin C
up to 160 mg Anthocyanins

Arugula
nutty & spicy



200 µg Vitamin K
150 µg Folate
370 mg Potassium

Chili
strong & hot



145 mg Vitamin C
550 µg Vitamin A
65 µg Vitamin K

Basil
fresh & intense



560 µg Vitamin K
1400 µg Beta-Carotene
3.5 mg Iron

Broccoli
strong & intense



93 mg Vitamin C
100 mg Sulforaphane
1.1 mg Vitamin E

Garlic
strong & intense



up to 10 mg Allicin
31 mg Vitamin C
12 µg Selenium

Vitamin Boost

Iron
FE

Red blood cells for oxygen transport in the body

Protein

Supports muscle repair and tissue building

Vitamin
A

Growth, cell formation, bone development, and vision

Vitamin
E

Antioxidant effect and immune defense

Vitamin
K

Bone growth and blood clotting

Vitamin
C

Immune defense, wound healing, iron and calcium absorption

*per 100 g

urbanfarmup



Basil
3.5 mg



Mustard
2.5 mg



Pea
5.5 g



Sweet pea
5 g



Cucumber
2.040 µg



Mustard
1500 µg



Sweet pea
600 µg



Chili
550 µg



Wasabi
250 µg



Cilantro
15.4 mg



Fennel
5 mg



Radishes
4.1 mg



Radish
3.5 mg



Red cabbage
2.2 mg



Broccoli
1.1 mg



Basil
560 µg



Cilantro
300 µg



Mustard
220 µg



Arugula
200 µg



Radish
75 µg



Chili
65 µg



Wasabi
45 µg



Pea
39 µg



Red cabbage
147 mg



Chili
145 mg



Broccoli
93 mg



Wasabi
65 mg



Cucumber
55 mg



Fennel
50 mg



Pea
45 mg



Garlic
31 mg



Radish
29 mg



Radishes
29 mg



Sweet pea
22 mg

Top-selling mix box

„Taste Explosion“

33% more content than comparable products



Our bestseller collections

Pea

33 % more*



Radish

8,5 % more*



Rettich

24 % more*



„Garden Mix“

radish, radishes and arugula



Annual waste savings:*



110 tons of cardboard



28 tons of plastic

*than comparable products

microgreens USP's



Vitamin booster with **40 to 260 times more vital nutrients and minerals** than conventional vegetables/salads.



Many active enzymes, up to **100 times more** than fresh vegetables.



Rich in vitamins, minerals, essential amino acids, fiber, protective phytonutrients, and trace elements.



Beneficial for the immune system due to a high content of green chlorophyll.



High bioavailability and quantities of vitamins such as Vitamin C, E, K, and carotenoids. High protein, organic, bio, vegan, and low in calories.



Free from genetic engineering, hormones, chemicals, antibiotics, pesticides, insecticides, herbicides.



Full transparency on origin and CO2 footprint.



Superfood with natural flavor variety.



Vibrant colors, intense flavors, and crisp freshness.



Sensory experience - taste, aroma, and appearance.



Cost-effective due to high yield, delivering **maximum flavor** in small amounts.



Inspires creativity in the kitchen and on the plate.



Versatile usage - fresh, cooked, raw, or processed.

Diverse and creative in the kitchen

microgreens for every dish

With our wide range of varieties, we can offer a variety of flavor experiences – simply as a fresh topping or incorporated into your culinary creations.

Perfect addition to dishes such as:

Soups, salads, curries, bowls, fish, meat, pizza, pasta, wraps, bread dishes, sandwiches, burgers, etc.

Versatile use as:

oil, pesto, sauces, cream cheese, herb butter, smoothies, juices



Partnership USP's



100% Freshness Guarantee: Every Monday & Thursday, we harvest fresh and deliver your order on the same day, ensuring safe delivery within 24 hours through our fresh logistics partner.



Long-lasting Shelf Life & Taste Experience: With proper refrigeration, we guarantee a shelf life of 10 – 14 days, maintaining optimal taste.



More Value Added: Compared to other producers, our crates contain significantly more volume. Experience it yourself with our free trial of a mixed crate. Unique &



Custom Creations: Tailored to your culinary preferences, we create your own customized crate mix. Only Taste,



No Waste: After processing our microgreens, there is no disposable plastic waste left behind. 100% Quality



Guarantee and Attention to Detail: Each crate undergoes visual inspection to ensure utmost quality and care.



microgreens in use

Our reference chefs



TV chef
Johann Lafer



2-star chef
Andreas Krolik



Top chef
Ralf Jakumeit



2-Michelin-star chef
Denis Feix



Chef
Petro Knossos

Reference customers



Our dealers

where to get our microgreens



Flach GmbH
Kasseler Str. 1, 34621 Frielendorf
Max-Planck-Straße 1, 64572 Büttelborn



Troiber GmbH & Co. KG
Vilshofener Str. 31, 94544 Hofkirchen



Schwalenstöcker & Gantz GmbH
Frankenberger Landstraße 20,
34497 Korbach



Früchte Jork GmbH
Alemannenstraße 3-6
88316 Isny im Allgäu



Viktor Nußbaumer Bestes für Küche und
Gastlichkeit GmbH & Co. KG
Industriepark 1, 97273 Kürnach



Bauer GmbH & Co. KG
Im Rödengrund 1, 96472 Rödental



Lindner GmbH
Josef-Eicher-Straße 10,
60437 Frankfurt am Main



Schwabfrucht GmbH & Co. KG
Kasseler Str. 3, 35418 Buseck



Fruchthof Ehinger
Aulzhausener Strasse 13, 86165 Augsburg



Herrmann Vermarktungsgesellschaft
Blindeisenweg 1, 41468 Neuss



Chefs Culinar
Herrenholz 1, 23556 Lübeck

Chefs Culinar Nord
Ernst-Abbe-Straße 2, 17033 Neubrandenburg

Chefs Culinar West
Weeze | Holtumsweg 26, 47652 Weeze



Sapro GmbH
Bustadt 37, 73360 Ilsfeld



Staiger GmbH
Landwiesenweg 30, 70327 Stuttgart



Werner Ebert GmbH & Co. KG
Langwiesenweg 30, 70327 Stuttgart



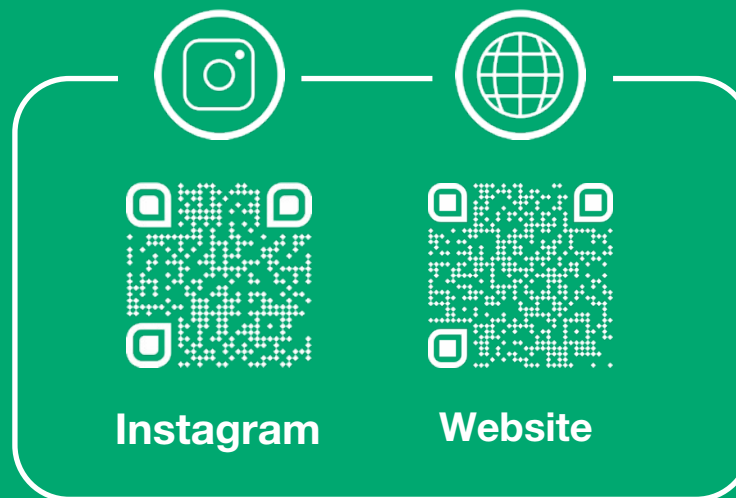
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Willy-Messerschmitt-Straße 18
73457 Essingen

Thank you for your attention.

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Watch our image video

