

Greeneration launches innovative food hub in Dubai

06 March 2024 | News

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Greeneration, a forward-thinking horticulture company specialised in the cultivation of rare crops and ingredient sourcing specifically tailored to meet the unique needs of the HoReCa industry, has officially launched in Dubai, introducing an unparalleled range of high-quality, locally grown products to the UAE's vibrant culinary scene.

Established by a team of seasoned professionals with years of experience in the HoReCa and agriculture sectors, Greeneration, which is located in Dubai Industrial City, is committed to delivering excellence in every aspect of its offerings. Spearheaded by Roman Ulyanov, Founder and Managing Partner, the company brings forth a wealth of expertise from supplying Europe's finest restaurants to operating a chain of vertical farms in Eastern Europe.

Greeneration has its farm in Dubai spanning thousands of square meters in Dubai Industrial City, designed by leading agro engineers and food production professionals. The new facility features a multi-layer system of hydroponic equipment, certified with HACCP and ISO standards, guaranteeing the highest levels of quality and safety. It integrates cutting-edge techniques, notably artificial intelligence (AI). Dozens of sensors meticulously collect data, feeding it into their generative AI application. This AI analyses and refines insights, guiding the team in adjusting growing recipes and managing current cohorts based on real-time observations.

With a capacity to supply up to 1,200 of the best restaurants in the city, Greeneration is poised to revolutionise the local culinary landscape. The company introduced new premium offerings, such as shiso leaves of exceptional quality, eliminating the need for chefs to import them from Japan. The company's offerings include exclusive selections such as verbena, Peruvian huacatay, Shiso leaves, and oxalis, cherished by culinary connoisseurs. Additionally, Greeneration offers around 10 new types of specialty and edible flowers, previously unavailable in the market.