

Saudi launches first urban farm inside stores, markets to improve food quality

24 April 2024 | News

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Saudi Arabia's Ministry of Environment, Water and Agriculture (MEWA) launched the first urban vertical farm within food markets and stores. The pioneering initiative is the first of its kind in the region, providing a unique experience for the customers and enabling them to obtain fresh food products.

Ahmed Al-Eyada, Undersecretary of the Ministry of Environment, Water and Agriculture, Ahmed Al-Eyada witnessed the launch of the project, which was implemented by one of the leading companies in modern technologies for bio-agriculture using artificial intelligence and the Internet of Things.

According to the Saudi Press Agency, the project was implemented in the Danube markets in Riyadh, where commercial display units in the store contained small farms that included various plants and agricultural products, such as lettuce, coriander, parsley, and broccoli. Most of these products were imported from outside Saudi Arabia.

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