

## UAE's Pure Harvest achieves Product of the Year endorsement

20 March 2023 | News

**Pure Harvest, known across the region for its fresh tomatoes, leafy greens and strawberries, is the first controlled-environment-agriculture (CEA) business to win the Gulf region's Product of the Year award.**



**Pure Harvest, known across the region for its fresh tomatoes, leafy greens and strawberries, is the first controlled-environment-agriculture (CEA) business to win the Gulf region's Product of the Year award.**

UAE-based Pure Harvest Smart Farms (Pure Harvest), a world-leading, sustainable technology-enabled agribusiness announces receipt of the Gulf region's 'Product of the Year Award 2023'. The award is granted by the regional arm of the world's most respected and comprehensive consumer research survey, conducted by researcher partner Nielsen IQ.

Pure Harvest's award of 'Product of the Year' accreditation for the entire product range is unprecedented, recognising excellence in twenty-six (26) varieties of tomatoes, four (4) varieties of strawberries and over eight (8) varieties of leafy greens, with several new products soon to hit the market from its newest smart farms, including capsicums, melons, blackberries and raspberries. Pure Harvest is the first-ever Controlled Environment Agriculture (CEA) company to receive the Gulf region's award, and the only fruit and vegetable brand awarded the title in 2023.

Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment, said: 'As the UAE continues to prioritise food security as a strategic goal, we recognise the vital role of innovative technologies and solutions to address the challenges posed by water scarcity and lack of arable land. We are committed to providing a business-friendly environment that facilitates the operations of food and ag tech companies' operations in the UAE to enhance local production and reduce import dependency. Our longstanding partnership with Pure Harvest Smart Farms is a testament to this commitment, and we applaud them for their achievement in winning the Gulf region's 'Product of the Year Award 2023'. Awards like this drive awareness that the UAE has some of the highest-quality products in the world.'

Sky Kurtz, Founder and Chief Executive Officer of Pure Harvest, commented: 'We are truly honoured to be awarded this globally recognised award from the Product of the Year organisation. As the first CEA business from the Middle East to receive this award, we also appreciate the huge milestone this represents for our industry's collective efforts to champion sustainable production and reduced import dependency for the Gulf.'

Almost 4,000 consumers across the region participated in this Nielsen IQ panel and voted based on perceived innovation, attractiveness and purchase intention. As a symbol of its achievement and to signal to consumers the uniqueness of its products, Pure Harvest will be permitted to utilize the Product of the Year accredited stamp to support marketing its products for the next twelve (12) months. Consumers can look forward to seeing Pure Harvest's range of products in leading retailers, hotels and restaurants across the UAE and KSA.