

	Value 1 - Organic (Realistic, Honest)	Value 2 - Cutting Edge (Scientific, Imaginative)	Value 3 - Emotional (Focused, Dependable)
Product/Program	<ul style="list-style-type: none"> • Our products are free from chemical intervention (no pesticides, herbicides and chemical-driven GMOs) • Our products are from the earth (real, raw and free of alteration) • We are local - our products are grown within 100 miles of our customer • Our service is personal and "human" - we care • We use organic waste to grow our products 	<ul style="list-style-type: none"> • We are extending the growth season to 365 days a year (weather independent) • We use the latest agriculture technologies in the development of our products • We incorporate software and machine learning and are highly analytical in our product development and growth strategies • We use sophisticated reuse strategies (lower carbon footprint, renewables) 	<ul style="list-style-type: none"> • Our products have appeal to different generations, interest and cultural tastes/needs • Our products are truly "home grown" • For every X of micro greens sold, we give back -- and improve our local market's food security • We are not just a product we are an experience
Market	<ul style="list-style-type: none"> • We are pivotal in creating a circular food economy where our customers actively contribute to the products we grow by providing waste as our "feedstock" • We are creating a localized organic food chain so the time from field to table is reduced (fresher, higher quality, higher nutrition foods) • We are creating local jobs, advancing local clean tech/agtech innovation 	<ul style="list-style-type: none"> • We have achieved and can point to certifications • We are highly responsive and can respond rapidly to changing market demand • We create lower, less disruptive, more stable supply chains to serve the market • We reduce our client's green house gas emissions - which contributes to their green brand • We are viewed as experts and thought leaders in our field of expertise and our opinions and views are sought out and valued • We are regarded as a trusted source of data, trend information etc. 	<ul style="list-style-type: none"> • We are contributing and part of the local economy "home grown" • We give back to the markets we serve through a clearly defined CSR strategy • We invest in building real relationships with our customers (we people serving people) • We are viewed as inspirational • We genuinely care about our customer's wellbeing
Culture	<ul style="list-style-type: none"> • We are free of hierarchy • We are collaborative and empowered to make decisions • We work in agile, cross-functional teams • We are transparent about our actions, decisions, progress and failures • We hold each other accountable (at the individual and team level) 	<ul style="list-style-type: none"> • We are free to experiment and encouraged to take risks • We are worldly and have our finger on the pulse of the very latest trends • We embrace agility and like to move fast • We give space for creativity and collaboration so innovation is fostered • We embrace mentorship (internal and external) and everyone has an educational pathway that is uniquely theirs • We make time to come together and to learn from each other 	<ul style="list-style-type: none"> • We are united by a common mission to solve food insecurity and to protect our environment - and know we are part of something bigger than ourselves • We are grounded and humble • We understand that our job is really about helping people and society • We are generous with ourselves and each other • We demonstrate genuine care • We give people space to be themselves and to express their individual identities