INVESTOR OVERVIEW

Own the land.
Build the business.

A land investment with an active stake in a produce company built on buyer demand and run by experienced operators.



LAND-BACKED PRODUCE PARTNERSHIP · CROP'T FRESH · GROW DESK

01 · THE OPPORTUNITY

Buyers want more from their *greenhouse suppliers.*

01

Many of the major suppliers and growers have grown so large that buyers feel underserved.

02

Retailers want more sources for both conventional and organic supply.

03

Our relationships across retail, wholesale and processors show us the openings before we plant.

01 · WHY NOW

The timing favors *operators.*

Facilities at a discount

Industry failures have put greenhouses on the market well below what they cost to build.

Buyers want options

Retailers are looking for more responsive suppliers in greenhouse categories.

Conventional and organic

Retailers want reliable supply of both, from regional growers.

> *The companies that failed were tech-led and built before they had buyers. We start with buyers and proven operations management.*

02 · WHAT WE BUILD

Three ways of growing, *two regions.*

Florida shade houses

Low-cost protected growing for fall through spring.

Northern greenhouses

Summer supply from a second region, bought or built, whichever makes sense.

Field crops

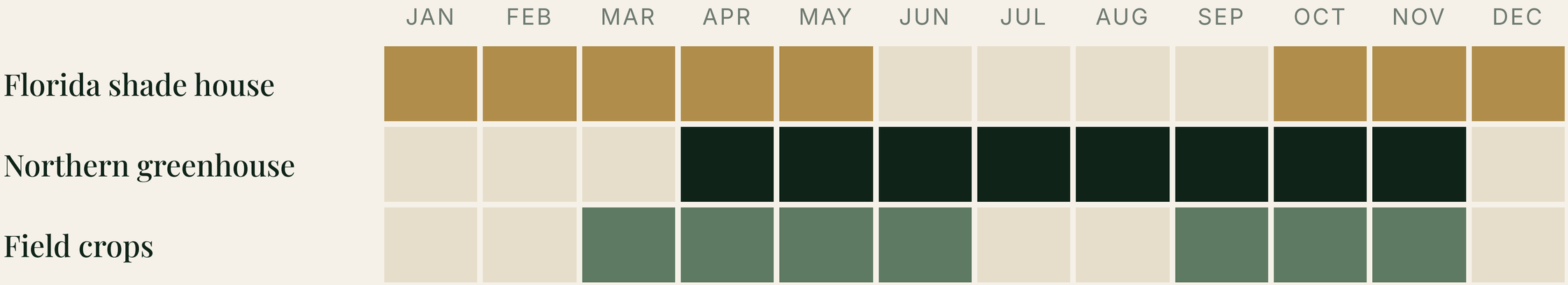
Traditional crops on the same land for early revenue and diversification.

FIRST CROPS

Tomatoes | Peppers | Fresh pickling cucumbers | Conventional and organic

02 · YEAR-ROUND SUPPLY

Supply every month *of the year.*



Filled = harvest window, pale = off season. Illustrative windows; actual timing depends on crop and site.

> *Two regions and three ways of growing give buyers supply in every month.*

02 · THE WHOLE CROP IS SOLD

Every grade *has a buyer.*

TOP GRADE

Retail

Premium fresh product for grocery retail programs.

→

OFF-SPEC

Wholesale

Good product that doesn’t fit retail specs.

→

CULLS

Processors

Pickle, sauce and frozen buyers take the rest.

> *Our retail, wholesale and processor relationships mean revenue is planned on the whole harvest.*

02 · HOW IT WORKS

We plant to demand, *not to hope.*

01

Confirm buyer demand

Retailers tell us the commodity, volume and season they need.

02

Acquire the land

Investor capital buys land and facilities in the right regions.

03

Grow and pack

Our operations and labor teams produce to buyer food safety standards.

04

Sell the full crop

Retail first, then wholesale and processors.

03 · DEAL STRUCTURE

Two layers: *the land and the business.*

LAND COMPANY

You own the land

- Land and facilities owned outright
- Leased to the operating company
- Lease income to the owner
- Land value stays with the owner

LEASE AND PROFIT SHARE





LAND ACCESS

OPERATING COMPANY

You share the profit

- New company holds the buyer accounts
- Farms, packs and sells the crop
- Investor receives a profit percentage
- Our team runs operations management

Terms are set deal by deal with legal and tax advisors.

03 · WHAT THE INVESTOR GETS

Ownership, income and *full visibility.*

Hard asset

Land and facilities owned outright, not a fund share.

Lease income

A regular payment from the operating company.

Profit share

A percentage of the produce company’s profits.

Tax and grants

Ag classification, depreciation and USDA programs may apply.

Full transparency

Open books, monthly reports and an annual independent audit.

Involved, not burdened

Site visits and buyer meetings, while we handle operations management.

Tax and grant benefits depend on each situation; consult your tax advisor.

03 · SIZED TO THE INVESTOR

Same model, *any size.*

START SMALL

Pilot

- One region
- One or two crops
- Field or shade house
- Proves the model first

GROW

Regional

- Two or more regions
- Year-round supply
- Organic and conventional
- First packing house

START LARGE

Platform

- Multi-state, thousands of acres
- Full crop lineup
- Owned packing and cooling
- Several retail programs

> *Growth comes in blocks: each buyer program is matched to the land and structures it needs.*

04 · OUR TEAM

Operators who've *done every part.*

James Monnin

FARMING AND OPERATIONS

Conventional and organic grower with extensive farm, labor and operations management experience. Runs a labor contracting business that staffs greenhouses and farms.

Christina Monnin

SALES AND RELATIONSHIPS

Relationships with all major retailers and many mid-size and smaller retail operations, including foodservice. Leads an established sales and relationship team.

Team in place

READY AT FUNDING

Operations management, sales, labor and farm management already working together.

Founders of Crop't Fresh and Grow Desk

Retail, wholesale and processor buyers

USDA PACA #20251139

Blue Book #421379

How we *reduce risk.*

RISK	HOW WE MANAGE IT
Land and facility value	Buy in proven farming regions; buy used facilities below build cost
Weather and crop loss	Several regions, protected structures and crop insurance
Buyer demand	Plant to confirmed buyer interest, across several retailers
Unsold product	Wholesale, processor and frozen outlets for every grade
Labor	Our own labor contracting business staffs greenhouses and farms
Growing and operations	Experienced farm and operations management, proven crops
Food safety	GAP and FSMA programs with audit-ready records

04 · NEXT STEP

Let’s size the first deal *together.*

01
Intro call

02
NDA and buyer meetings

03
Sites and scale

04
Term sheet

info@croptfresh.com · Direct line shared after intro call
7901 4th St N #34922, St. Petersburg, FL 33702

For discussion only. Not an offer to sell, or a solicitation to buy, any security.