



ELEMENT  FARMS

lafayette, nj

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BrightFarms enters exclusive licensing deal with Element Farms

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In a landmark move for sustainable agriculture, [BrightFarms](#) is teaming up with Element Farms to set a new standard for indoor-grown produce in the Northeast. Both trailblazers in sustainable, controlled environment agriculture, this mutually beneficial partnership allows BrightFarms to distribute Element Farms' indoor-grown spinach throughout the Northeast under the BrightFarms brand, further satisfying the strong consumer demand for high-quality, locally grown spinach.

“This partnership with Element Farms is an important step forward for BrightFarms. We will continue to be leaders in CEA salads, delivering the assortment our retail partners and consumers demand,” said Steve Campione, chief financial officer and executive vice president of strategy at BrightFarms. “BrightFarms has been the leader in indoor spinach production since we launched the product in retail stores in 2016. Partnering with Element Farms gives us greater supply leveraging two models for successful spinach production.”

“We are thrilled to be partnering up with BrightFarms, a company we’ve admired for a long time, on this deal that will expand the reach of our indoor-grown spinach impressively,” said Serdar Mizrakci, CEO of Element Farms. “BrightFarms’ mission is similar to ours and they are just as passionate about sustainability and indoor-grown innovation, which is what is truly going to make this relationship successful long-term.”

In a testament to a shared vision for sustainability, key retailer partner The Giant Co. will be the first to introduce the product across all 190 stores. The decision to partner with Giant is driven by the shared focus on sustainability by all three companies.

“We are excited to bring more locally grown spinach to our consumers year-round,” said Matt Novosel, category manager at The Giant Co. “Spinach is an important part of our salad assortment and the freshness we can deliver with this program is exactly what our consumers want.”

This is the latest in a series of strategic growth moves for BrightFarms. Earlier this year, BrightFarms announced the development of four massive new regional greenhouse hubs in response to surging consumer demand, which are expected to set BrightFarms up for tenfold revenue growth by 2025. Construction of three of these hydroponic farms, each with a 40-acre footprint and the ability to produce nearly 30 million pounds of leafy greens per year and 250 local jobs, is already under way to truly create a new, indoor-grown salad supply chain on the East Coast and central U.S. and meet the growing demand for locally grown, fresh produce.

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