




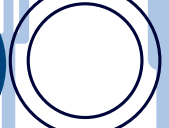


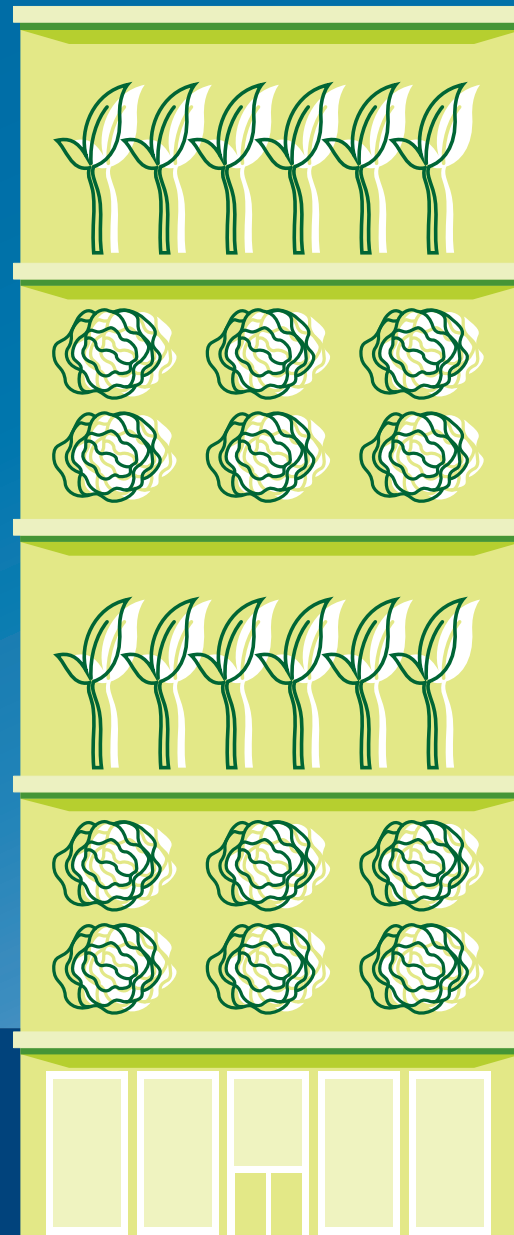


Feeding the growing population

United Nations predicts:	2014	2050
The world's population will grow by some 2.3 billion people		+2.3 billion 
66% of the world's population will live in cities		+66% 
Farmers will need to produce 70% more food to feed the population		+70% 
80% of the land that is suitable for growing food is already in use		-80% 



Philips city farming

Multi-layer trolleys indoors

Plants grow in a controlled environment: clean air, no pesticide.

Plants grow better, faster, tastier using Philips light recipes.

Plants grow all year round: more food produced with consistent high quality.

Plants grow near the consumer: less 'food miles' needed.

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