# Sustainable Agriculture Collaboration with Tomato Town and Happy Quality

Yuki Furuta, CTO, Happy Quality Co. Ltd.



## **About Us**



A pioneer in urban agriculture, operating rooftop and indoor farms across Singapore. Through innovation in technology and design, the company makes local crop production more efficient, sustainable, and resilient to the city's unique climate.

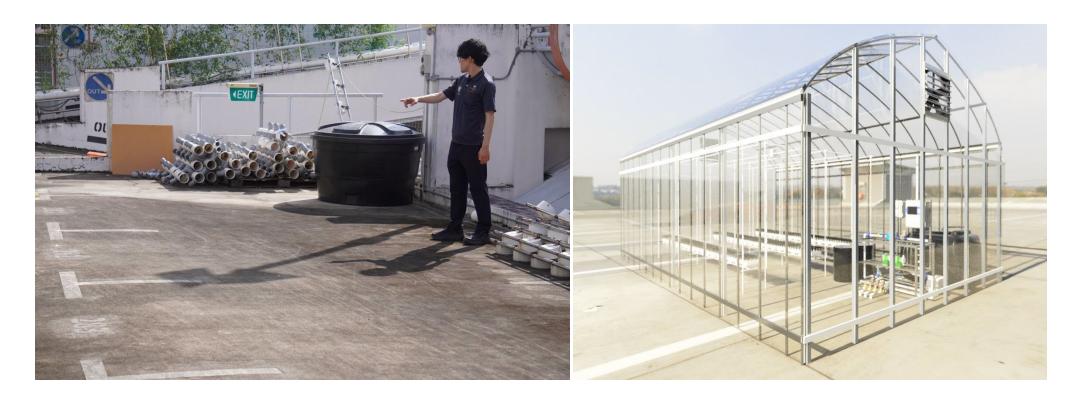


Demonstrating a profitable business model that connects production and distribution through fresh produce wholesaling. The company works with over 20 contract farms in Japan and holds multiple world-first AgriTech technologies that enable high-quality and stable production.

# **Last SSAFF**



### Vision of the MOU/Collaboration

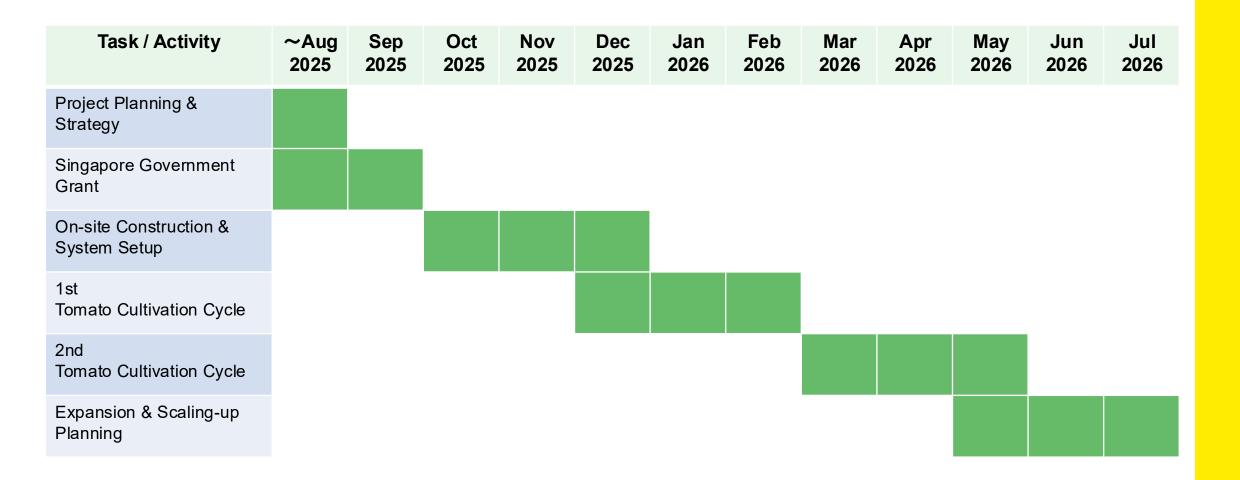


Creating the Global Standard for Rooftop Sustainable Agriculture from Singapore

# Goals

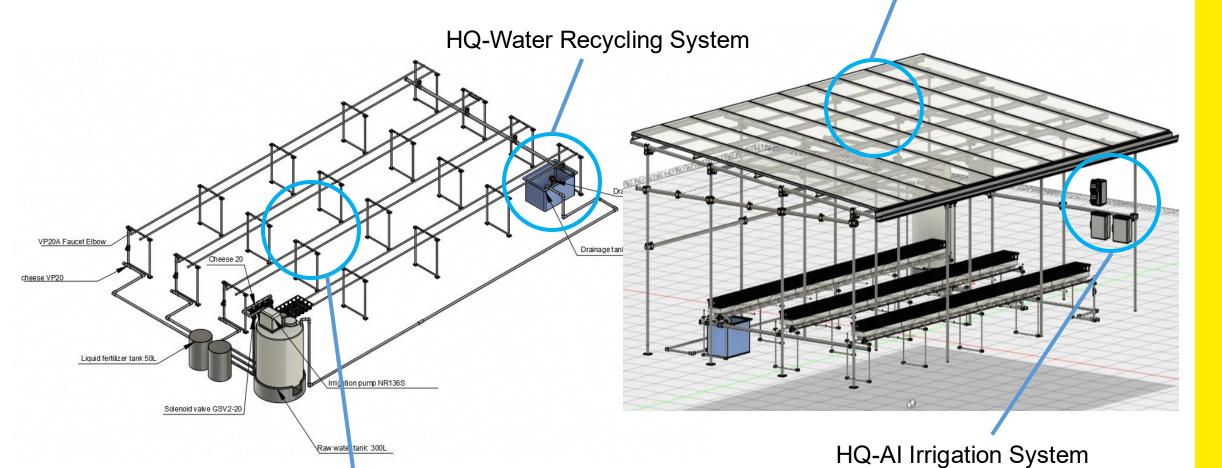
- Cultivation of tomatoes or melons in rooftop greenhouses, Singapore
- Optimizing cultivation techniques and technologies for rooftop farming
- Development of a profit-sharing model

# First Step: Small Testing





#### Special High-Durability Film



**HQ-Ultra-High-Density Compact Cultivation Bed** 

# Key Results

- Optimized climate and irrigation with AI for healthy growth and efficient water use
- High-efficiency closed-loop fertigation, minimal waste
- Proven high-density cultivation and strong yields
- Initial data supports future commercial planning







### **Next Step: Cultivation and Market Launch**

#### Cultivation



Image for illustration purposes.

#### **Test Market Launch**



Image for illustration purposes.



