

# Organic Aqua Fresh

Harvesting Nature's Full Potential



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## Executive Summary

ESA Organics (ESA) is a Florida-based Corporation spearheading sustainable, precision agriculture in combination with high-yield indoor vertical farming. After over five years of dedicated R&D, ESA has engineered a proprietary Intelligent Aquaponics System (I.A.S.). This innovative technology enables the annual production of up to 500 pounds of organically grown plants per square foot, cultivating 39 varieties of vegetables and herbs. This includes high-demand salad mixes that capture a significant portion (8-10%) of sales across supermarkets, restaurants, hospitals, and school lunches.

The U.S. organic food market is booming, with sales surpassing \$67 billion in 2024 and maintaining double-digit growth. This surge is fueled by increasing consumer demand for healthy, sustainably sourced products. Critically, with 80% of lettuce in most states being imported, there's a substantial opportunity for local, high-quality organic produce.

ESA's I.A.S. directly addresses key challenges in the organic food sector, such as high production costs and extended supply chains. By establishing local, high-yield facilities, ESA can consistently provide retailers and distributors with fresh, affordable organic produce.

Our next strategic step is the 11K s.q.f.t. expansion that will enable ESA to secure major contracts with retailers and distributors, establishing a scalable model for nationwide replication that leverages USDA benefits like grants, loans, and tax incentives.

ESA is currently seeking initial funding to complete this first facility, accelerate R&D, launch a robust marketing campaign, and acquire advanced equipment. This investment will allow us to rapidly scale operations and achieve our ambitious revenue goals.

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## Corporate Structure and Affiliates

**ESA Organics** serves as the parent holding company for a vertically integrated group of agricultural and technology ventures. The Company maintains 100% ownership and control over two strategic subsidiaries:

- **Organic Aqua Fresh, Inc.:** Our commercial production and consumer-facing arm. It operates our aquaponic facilities and manages the **Society Greens**, **Farmed Organic**, and **Gusto Greens** brands.
- **Ag Tech Manufacturing:** Our proprietary engineering and infrastructure division. It designs and builds the specialized aquaponic systems and automated technology used by Organic Aqua Fresh, ensuring a closed-loop system with lower capital expenditure.

The organic food market has experienced significant growth in recent years, surpassing \$67 billion in sales last year and projected to reach \$100 billion by 2028.

## Challenges Facing the Organic Food Industry:

- **High Production Costs:** Organic farming often faces higher input costs compared to conventional agriculture.
- **Land Availability:** Limited availability of suitable land for organic farming can constrain production.
- **Weather Dependence:** Traditional outdoor agriculture is significantly impacted by weather conditions, particularly for temperature-sensitive crops like leafy greens and herbs.
- **Seasonality:** Leafy greens and herbs have limited growing seasons due to temperature constraints, impacting year-round availability.

## Limitations of Existing Indoor Farming Solutions:

- **Lack of Organic Certification:** Many indoor farming systems rely on synthetic fertilizers, preventing them from achieving organic certification.

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## **Key Takeaways:**

The organic food market presents a significant growth opportunity, driven by increasing consumer demand for healthy and sustainable food options. Addressing the challenges of cost, land availability, and seasonality is crucial for expanding organic food production.

Developing innovative, cost-effective, and fully organic indoor farming solutions is essential to meet the growing demand for high-quality, sustainably produced organic produce.

## **Competition and Buying Patterns**

### **Consumer preferences have undergone significant shifts in recent decades:**

**Increased Demand:** Demand for leafy greens and ready-to-eat salads has surged, driven by evolving dietary habits and a growing preference for fresh, convenient produce.

### **Year-Round Availability:**

Meeting year-round demand has led to increased reliance on long-distance transportation, with a significant portion of leafy greens and herbs sourced from distant regions like California, Arizona, Nevada, Canada, and Mexico.

### **Seasonal Limitations:**

Traditional outdoor cultivation of these crops is often constrained by seasonal temperature fluctuations, particularly during summer months.

**Emphasis on Quality and Sustainability:** Consumers are increasingly concerned about food quality, origin, environmental impact, and ethical production practices.

### **Rise of Local Food Movements:**

There's a growing preference for locally sourced food, driven by a desire to support local economies and reduce environmental impact.

### **Competitive Landscape:**

**Traditional Agriculture:** Faces challenges related to seasonality, weather dependence, pests and the increasing demand for year-round supply.

**Hydroponic Competitors:** While some competitors utilize hydroponic systems, many rely on synthetic fertilizers, limiting their ability to produce certified organic products.

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## **ESA's Competitive Advantage:**

- Year-round, local organic produce: Addressing the limitations of traditional and many existing hydroponic systems.
- Focus on Sustainability: Emphasizing environmental responsibility and ethical production practices.
- Meeting Consumer Demands: Aligning with evolving consumer preferences for fresh, healthy, and sustainably sourced food.

ESA is well-positioned to capitalize on these market trends and establish a strong competitive advantage in the growing organic food market.

## **Strategy and Implementation Summary**

### **ESA's strategic foundation rests upon two key pillars:**

- Sustainable Production Advantage: Leveraging our Intelligent Aquaponics System (I.A.S.) to deliver high-quality, organically grown produce with minimal environmental impact.
- Strong Market Demand: Capitalizing on the robust and growing demand for fresh, local, and sustainably produced organic food.

### **This strategic approach will guide our implementation efforts, focusing on:**

- Operational excellence establishing efficient and scalable production processes to meet growing demand.
- Strategic Partnerships cultivating strong relationships with key customers, including major supermarket chains, distributors, and institutional buyers.
- Market penetration by aggressively pursuing market share within target segments through a combination of branded and private label offerings.
- Continuous innovation refining our production processes and developing new product offerings to maintain a competitive edge.

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By effectively executing this strategy, Organic Aqua Fresh is poised to become a leading provider of high-quality, sustainably produced organic produce, meeting the evolving needs of consumers and contributing to a more sustainable and resilient food system.

## Strengths

### **Climate Resilience:**

ESA's indoor farming technology enables year-round production, mitigating the impact of seasonal variations and extreme weather events.

### **Production Flexibility:**

Our controlled environment allows for real-time adjustments to production schedules and product varieties to meet specific customer demands.

### **Energy Independence:**

On-site renewable energy generation through methane digestion significantly reduces reliance on the grid, mitigating the impact of energy price fluctuations and potential disruptions.

### **Enhanced Food Security:**

ESA's local production model strengthens local food security by providing consistent access to fresh, healthy, and sustainably produced food.

### **Sustainable Practices:**

Our commitment to sustainability, including water conservation, waste reduction, and renewable energy generation, enhances our environmental and social impact.

## **Conclusion: Seizing the Organic Opportunity**

The demand for organic produce has outpaced traditional farming's ability to supply it, leaving a multi-billion dollar gap filled by long-distance imports and synthetic alternatives. ESA Organics closes this gap. Our 7,000 sq. ft. expansion is the final milestone in proving a scalable, high-yield model that is climate-resilient and energy-independent. With 100% control over our engineering and production arms, ESA offers a de-risked investment into the fastest-growing sector of the U.S. food market. We are ready to grow; let's build a more resilient food system together.