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By Maura
Maxwell

Thursday 24th June 2021, 12:41 GMT

Alexandra Morton joins Infarm executive team



Morton has been appointed as the new global executive vice president of supply chain management

Infarm, the world's fastest growing urban farming network, has announced the appointment of Alexandra Morton as its new global executive vice president of supply chain management, effective immediately.

Morton joins the organisation from Adidas, where she served as senior vice president for the European supply chain. With more than 20 years of experience, her role will focus on building a scalable and sustainable global supply chain, continuing to drive Infarm's goal of zero waste and zero greenhouse gas emissions.

Morton will be helping

to build the next generation of Infarm's plant distribution to ensure harvesting on-demand translates into superior products and consumer experience.

With operations across 10 countries and 30 cities worldwide, Infarm harvests 1,000,000 plants monthly and growing, while using 99.5 per cent less space than soil-based agriculture, 95 per cent less water, 90 per cent less transport and no chemical pesticides.

To date as part of its operations, Infarm has saved more than 40,000,000 litres of water and 60,000m² of land as it creates a new standard in agriculture.

Infarm said the new appointment

would help the company achieve its goal of having 100 growing centres in cities globally by 2025, with Morton adding diverse and inclusive leadership skills to the company, to help them continue to disrupt the food industry.

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