

# Innovative Agricultural Solutions Seen as a Way to Mitigate Impact of Drier Weather on Food Production

*IAG's vertical indoor farming showcased on BBC South Politics as a model to lower farming dependency on weather conditions and enhance UK food security*

**London, UK, 21 May 2025** - Innovation Agritech Group (IAG), a UK-based leader in sustainable agri-tech, was recently featured on the BBC South Politics Show in a segment examining the critical challenges facing British agriculture, ranging from climate volatility to international political uncertainty and energy-driven inflation. The feature highlighted IAG's Bracknell-based vertical farming facility as a compelling real-world solution to these mounting pressures.

As [UK farmers face the driest spring since 1961](#), the fragility of traditional agriculture is being tested by climate extremes, soaring energy costs, and uncertainty surrounding taxation and subsidy regimes. In 2023, the [UK produced just 53% of its fresh vegetables, down from 63% in 2003](#), while [domestic fruit production accounted for only 16% of supply](#), highlighting a continued and significant reliance on imports across both categories. Against this backdrop, IAG's technology, built around its flagship GrowFrame360™ system, offers a proven alternative. By creating controlled, soil-free indoor growing environments, IAG is removing dependency on seasonal conditions and global supply chains, allowing crops to be grown locally, consistently, and sustainably all year round.

"Innovation must be central to any future-proofed food strategy in the UK and elsewhere around the world," said Jaz Singh, Founder and CEO, IAG. "We were pleased to contribute to the BBC segment, where our technology was recognised as part of the answer to the question on everyone's minds: how can we feed the nation in the face of climate change, rising import costs, and global instability?"

IAG's patented technology, the GrowFrame360™, is an end-to-end vertical farming solution. It revolutionises agriculture by achieving exceptional crop yields, locally and sustainably, whilst eliminating seasonal constraints of traditional farming. It reduces water use by up to 98%, eliminating the need for pesticides, and supporting up to 17 harvest cycles per year. The system was developed to support not only premium crop quality but also broader goals around decarbonisation, food resilience, and resource efficiency.

The BBC coverage underscores IAG's role as a thought leader in the vertical farming sector and reflects the growing recognition that innovation is essential in this space. As discussions intensify around the future of farming and the need for more strategic investment in homegrown food systems, IAG continues to showcase science-backed solutions that support domestic food production and long-term sustainability.

"From agricultural taxation pressures to subsidy uncertainty, the challenges facing the sector are complex but solvable," continued Singh. "We're seeing growing investor and

government interest in technologies that can de-risk food systems and unlock local production at scale. That's exactly where IAG is focused."

IAG's technology is already playing a key role in academic research, with a standout installation at the University of Essex contributing to the wider movement toward data-led, environmentally efficient farming. [The system was showcased on BBC Two's Great British Railway Journeys in April of this year.](#) As a company rooted in innovation, IAG is steadily expanding its footprint across commercial, research, and public sector applications.

Earlier this year, IAG announced that its shares are now available for trading on JP Jenkins, the UK's leading share platform for private companies. This provides shareholders and prospective investors with a new opportunity to participate in IAG's mission to transform food production and drive sustainable growth.

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## **Notes to editors.**

### **About IAG:**

British agricultural technology company, IAG build world-class aeroponic vertical farming systems using exclusive patented technology. Revolutionising agriculture by achieving exceptional crop yields, locally and sustainably, whilst eliminating seasonal constraints of traditional farming.

IAG's mission is to deliver innovative farming solutions to growers, making food production sustainable and accessible for all.

IAG is Red Tractor and Global GAP accredited.

For further information, visit: [www.innovationagritech.com](http://www.innovationagritech.com)

### **About the IAG GrowFrame360™:**

IAG's flagship tech, the IAG GrowFrame360™, is a closed loop modular, system which uses automatic aeroponic irrigation resulting in 98% less water use than traditional farming, producing up to 17 harvest cycles per year. The GrowFrame360™ does not require soil, as perfectly balanced pH nutrient solutions and H<sub>2</sub>O are sprayed directly on the crops' roots. Eliminating the need for pesticides and other chemicals. The simple to use scalable system has automated features, allowing crops to be monitored and grown successfully to order.

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