

# Growing Good Technology

‘Making small-scale work’







# Our food system is broken



## Problems on a global scale

Our food system leaves billions underfed or overweight and is driving the planet towards a climate catastrophe. The economics reward a very small number of very big food companies.



## We need change

Regenerative and organic farming, sustainable food production, rebuilding biodiversity and soil health, more plants, less meat, much less ultra-processed food.



## It can start with a veg box

Shorter supply chains, seasonal, healthy eating, better food security, resilient local economies, big long-term wins for people and planet.





# The independent veg box problem

Veg box operators often lack the time, capability and budget to solve these issues alone.



## Terrible UX

The shopping experience with a typical local box scheme is poor and severely limits access to market.



## Financial losses & food waste

Veg box retail is complicated, poor systems mean offering range, choice and convenience risk financial losses and food waste.





# Our Solution

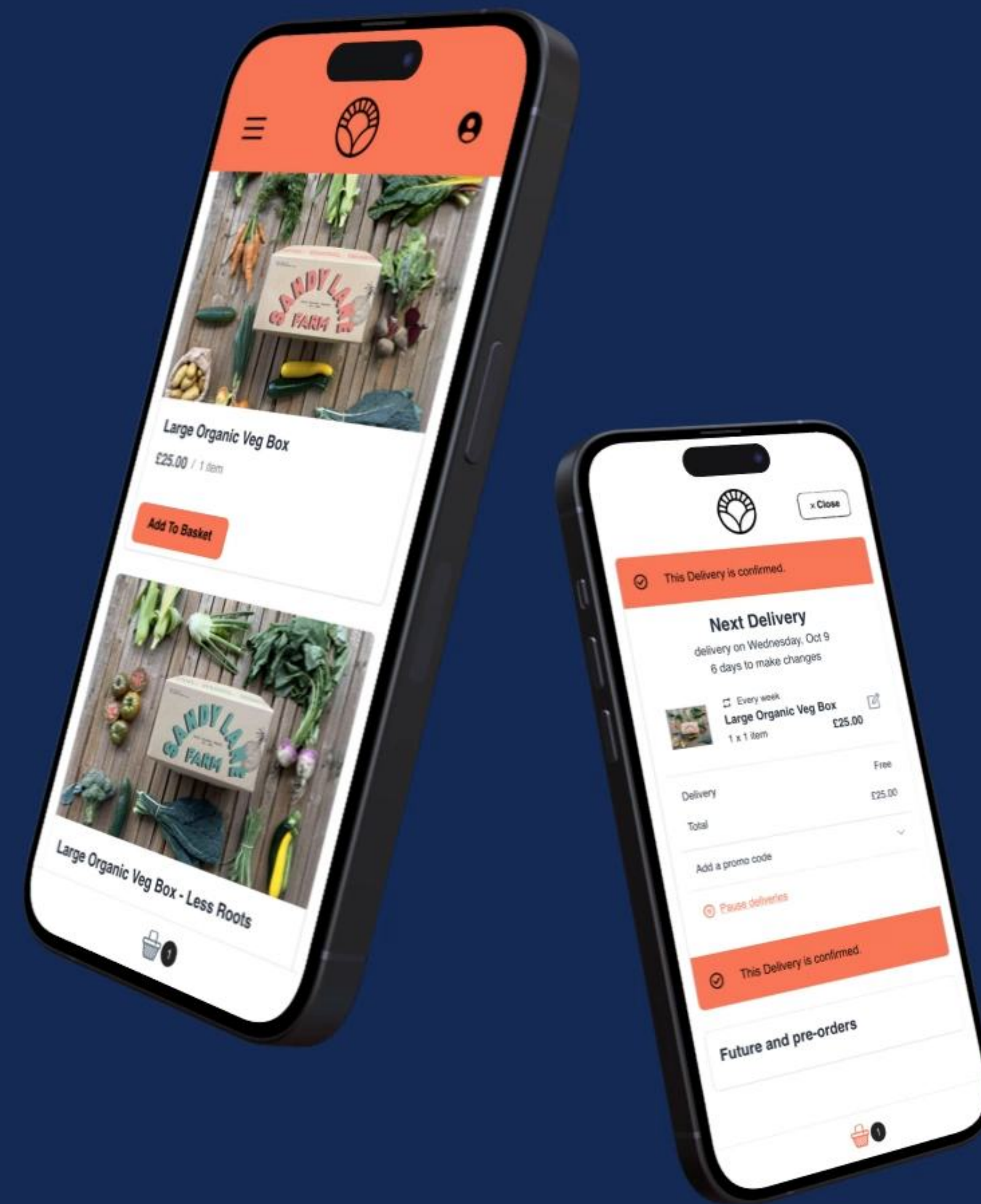
Growing Good is a SaaS platform for local veg schemes to sell online and automate business admin.

A great customer experience allowing users to offer range, choice and convenience.

We enable users to pack fully customised boxes with less staff, faster than they'd handled a basic range before.

Smart stock management minimises risk of waste and protects margin.

Increased sales, better customer retention and higher basket spend while significantly reducing admin time and complexity.







# Impact

The Growing Good effect.

Sandy Lane Farm revenue metrics in the first 12 months on our platform.



**+18%**

ATV



**+10%**

Weekly orders



**+30%**

Sales value



**-30%**

Admin time



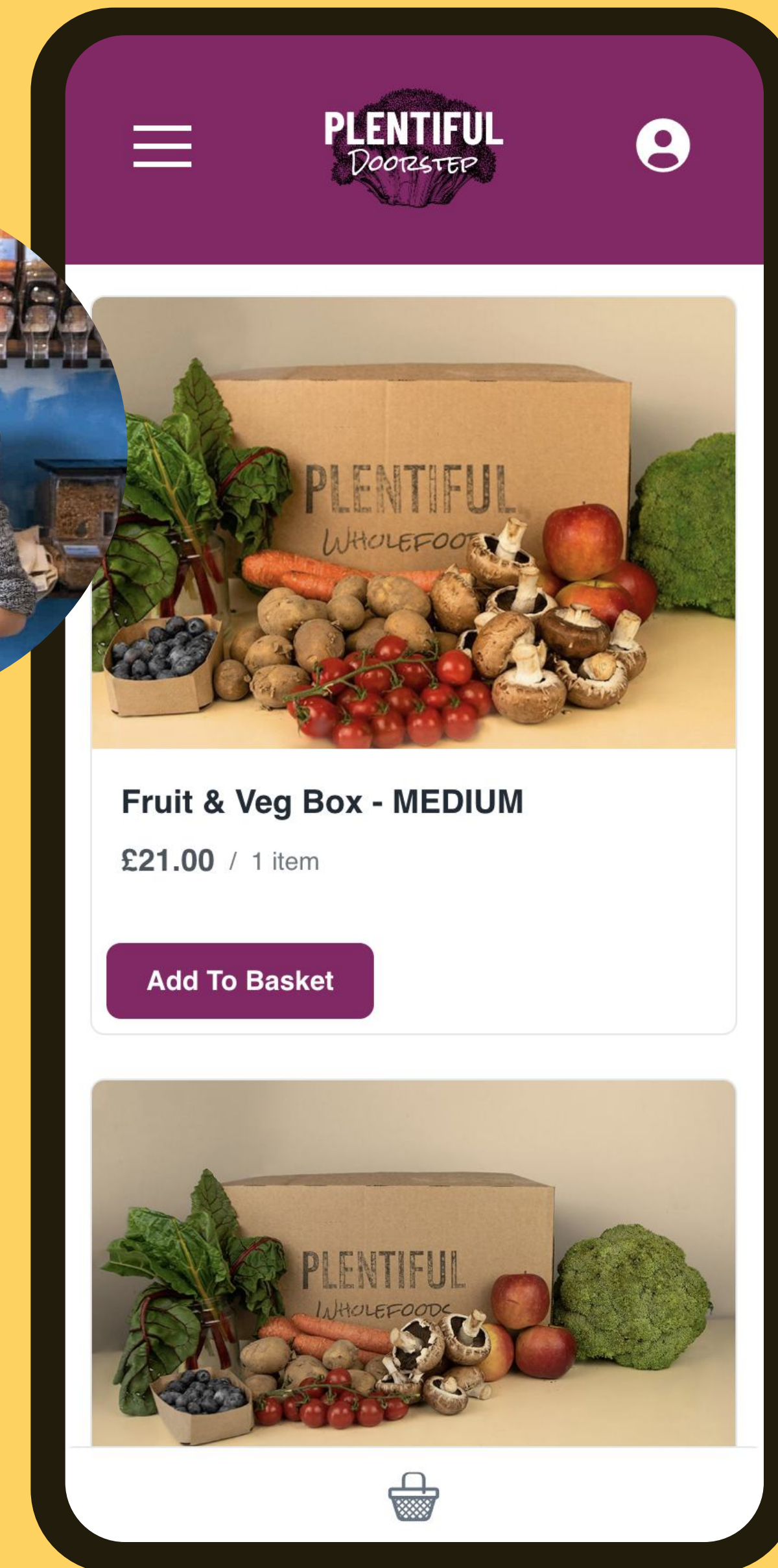


# Abbie Sellers

## Plentiful Doorstep, Manchester.

“ Every step is intuitively planned and runs like clockwork. Growing Good has doubled our average spend for veg boxers, I always thought 'more customers' was the way to growth - but instead, we've increased our range (with very little effort) and now see customers making their main weekly shop with us.

It's transformed our veg box scheme in every way. In the time we've been using Growing Good we have seen how quickly the system is evolving and love how we are growing our businesses together! ”







# The founders



**George Bennett**  
Grower & Chief  
Product Officer

George is a lean-process engineer, organic grower, and award-winning farm owner recognised by the Soil Association. He is an influential voice in UK small-scale organic growing and veg box retailing.

With an MEng in Manufacturing Engineering from Durham and 15 years in the software industry before returning to the family farm, he adds unique perspective and insight, critical to the development of our platform.

[george@growing-good.co.uk](mailto:george@growing-good.co.uk)



**Steven Sidhu**  
CEO

Originally from Lincolnshire farming country, Steve co-founded a private equity-backed recruitment startup at 27, chaired by a former BBC Dragon. Despite on-paper success through sales growth, M&A activity and personal promotion, he sought a career with greater purpose.

In 2013 he launched an online home-delivery retail business for local growers and producers, blending his experience with his passion for local food and farming.

While scaling the business around veg box subscriptions in partnership with George, he identified a demand for suitable software, inspiring the creation of Growing Good.

[steve@growing-good.co.uk](mailto:steve@growing-good.co.uk)



**Renee Thomassen**  
CTO

With over 15 years in the tech industry, Renee brings deep expertise and hands-on leadership to Growing Good as CTO. Formerly Head of Technology at a leading Southeast agency, he's crafted digital solutions for top e-commerce brands and disruptive startups, consistently delivering measurable results.

Driven by a passion for innovation and impact, Renee joined Growing Good to help create user-centered tools that empower people and make a difference. Known for pushing the boundaries of technology, he designs intuitive, growth-focused platforms that transform complex processes, fueling the company's mission to make a positive impact.

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