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ProducePay Joins CTA's 'The Human Component' Series, Showcasing Technology's Impact on Reducing Food Waste

LOS ANGELES, June 5, 2024 – [ProducePay](#), the agtech company on a mission to transform the global agricultural industry into a more predictable, connected and sustainable supply chain, is proud to announce its participation in the online series '[The Human Component](#)', launched today. The new documentary-style series was presented by the **Consumer Technology Association** and produced by **BBC StoryWorks Commercial Productions**. Through compelling human-led films and immersive written content, the series features innovative technologies that are helping to support a more resilient planet, stronger societies, and healthier communities.

In a world facing significant challenges such as climate change and food insecurity, technology offers promising solutions. According to a 2023 report on Technology as a Force for Good, existing technology could reduce the cost of delivering the UN's sustainable development goals by up to 40%. From start-ups to large conglomerates and nonprofits, '**The Human Component**' celebrates global collaboration as organizations showcase how technology is improving lives worldwide.

[ProducePay's brand film](#) is part of the chapter 'A Resilient Planet', showcasing how technology can empower growers, distributors, and retailers to gain greater control of their businesses, enhance coordination between them, and build a more predictable supply chain, thereby reducing the 40% of food waste in today's fresh produce industry. With the participation of Videxport, a leading Mexican grape grower, and Four Star Fruit, one of the world's largest growers and shippers of table grapes, the film highlights how this transformational approach can help mitigate global food insecurity.

"We are passionate about leveraging technology to create a more sustainable and equitable food system," said Patrick McCullough, CEO of ProducePay. "Joining 'The Human Component' series allows us to showcase how the combination of technological solutions and human expertise has the potential to bring about sweeping changes across the global produce industry, positively impacting millions of lives".

The '**The Human Component**' is the second series created for the Consumer Technology Association, a trade association bringing companies together to help improve people's lives through technology. By sharing these stories, The Human Component aims to inspire others and highlight the incredible impact of technology when people come together.

To explore '**The Human Component**' series, visit www.thehumancomponent.org.



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ABOUT PRODUCEPAY

Founded by Pablo Borquez Schwarzbeck, a fourth-generation farmer, ProducePay is eliminating the economic and food waste caused by the volatile, opaque and fragmented nature of today's global fresh supply chain. The AgTech company's Predictable Commerce Platform is giving growers and buyers greater control of their business by providing unprecedented access to each other, capital, trading, insights and greater supply chain visibility. Consumers receive fresher produce more efficiently, knowing it is grown and delivered in responsible ways. This transformational approach is unlocking economic value, and creating a more sustainable global fresh produce industry. To learn more about ProducePay, please visit ProducePay.com.

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