

The Circle: 180 litres of water saved for every kg of salad

Rome, 29 April 2025

The growth of The Circle, the first aquaponic farm of Roman origin and the largest in Europe, is unstoppable. Following the expansion of its facility, which now reaches a total production area of 12,500 m², the new challenge is to bring more than 150,000 plants into production, for a total of around 21,000 kg of salad harvested per year.

*"The new Rome facility is fully operational, and with it we are taking a huge step forward in our mission to bring sustainable innovation to the agri-food sector. Thanks to this new structure, we will be able to grow significantly more plants in an even more sustainable way, increasing our production capacity while reducing our environmental impact. This facility is a cornerstone of our future, strengthening our commitment to producing efficiently and with respect for the environment," explains **Thomas Marino**, CEO of The Circle.*

The production site, designed to combine technological innovation and environmental sustainability, will save 180 litres of water per kg of produce each year (around 3,200,000 litres in total) and cut carbon dioxide emissions by 33,000 kg, as well as eliminating the use of fertilisers, herbicides and pesticides.

To keep pace with its growing expansion and the launch of a new processed products line, The Circle's team, which now numbers 30 people, is looking for new talent. Open positions currently include: sales manager, technical operator, project manager and aquaponic farming intern. Job opportunities can be found at www.thecircle.global/lavora-con-noi or on the company's LinkedIn page.

"The expansion of our team is further proof of our growth and our ability to adapt to new challenges. By the end of the year we expect to open more positions to support the company's development and continuous innovation, confirming our commitment to creating jobs and bringing ever more expertise into our sector," says Marino.

Awards and trade fairs

For the fifth year in a row, The Circle has been included in the FoodTech500 ranking, placing 200th worldwide and 3rd in Italy. The award recognises the most promising and innovative Agri Food Tech companies internationally. Compared with last year, the Roman aquaponic farm climbed 116 places, consolidating its reputation among the sector's leading players.

In March, The Circle also took part in Horeca Expoforum in Turin, the largest event for Ho.Re.Ca. professionals, where it presented itself to a highly qualified audience, strengthening existing partnerships and forging new ones.

From 5 to 8 May, it will be at Tuttofood to officially unveil its new line of processed products – pestos, oils and aromatic salts – and to show the Ho.Re.Ca. and retail world the benefits of aquaponic farming. The aim is to strengthen its sales network and build new strategic partnerships in Italy and abroad. The Circle's stand will be a meeting point for buyers, distributors and

professionals interested in sustainable, high-quality solutions in the agri-food landscape.

Challenges ahead

The Circle has inspired the creation of several aquaponic farms across Italy, but the sector still faces a number of challenges in the years ahead. These include raising consumer awareness of the benefits of aquaponics, integrating technology with Italian culinary tradition, and making innovative, sustainable products accessible at scale, including in large-scale retail. It will also be essential to keep investing in research and development to improve the productivity and energy efficiency of the facilities.

About The Circle

The Circle is an Italian agricultural Benefit Corporation specialising in vertical aquaponic farming. It grows baby leaves, aromatic herbs, microgreens and edible flowers without soil or pesticides, and produces a line of processed products – pestos, aromatic oils and rubs. www.thecircle.global