



Home-grown heroes

Elena Kinane, managing director of Greenheart Organic Farms, is bringing good old-fashioned, pesticide-free produce to your table

What is Greenheart?

At Greenheart we are passionate about growing genuine organic produce in the UAE. We sell directly to our local community, hence cutting out third party traders.

How do you ensure that produce is fresh?

All of our produce is harvested only hours before sale to ensure the

maximum nutritional value. We pride ourselves in growing non-GMO varieties in naturally nutrient rich soil, resulting in the most delicious produce available.

How is it possible to obtain this soil in arid conditions?

With the right expertise, a good sweet water supply and the will to spend time and effort turning sand into soil, growing organically in the UAE is a real

possibility. During the main season more than 80 varieties of vegetables, fruit and herbs can be grown on our doorstep.

Is summer in the desert a no go for growing produce?

In the summer heat, growing organic produce here is a bit tricky. That said, a competent professional could grow a good selection of produce in cooled grow-houses or even outside, including red radish, spring onion, cantaloupe melon, lettuce and herbs.

When do the vine fruits start to bloom again?

The new vines start carrying fruit again in October such as cucumber, tomatoes, and capsicum peppers. Other October produce includes courgette, new sweet potato, turnip, beetroot and kale. November sees different varieties of beans ready for harvest as well as cabbage, carrots, celery, leeks and pumpkin. By the end of the year most produce is available including strawberries, sweet corn and cauliflower.

What makes Greenheart produce different from that found in a supermarket?

Most of our produce is grown from heirloom seed varieties, and therefore looks and tastes very different to what's available in supermarkets. We also grow a number of unusual 'companion plants' such as chamomile, lavender and borage.

How can members of the public buy Greenheart produce?

Very easily, by either visiting the Greenheart shop, close to Arabian Ranches, or you can shop online at greenheartuae.com and take advantage of free delivery on orders over Dhs100. For more information visit greenheartuae.com