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FOR IMMEDIATE RELEASE

Alegría Fresh Presents at Foodprint LA

*Erik Cutter joins panel on future food solutions delivered today
by hydroponic vertical farming*

Laguna Beach, CA (December 12, 2012) – On Sunday December 9, Erik Cutter, Managing Director of Alegría Fresh, presented at Foodprint LA as an expert panelist about innovative ideas for the future of food production within dense urban environments.

Foodprint LA is the fourth in a series of international conversations about urban food systems. This one-day conference took place in the Brown Auditorium at the Los Angeles Museum of Art (LACMA) from 12:30 to 5:00 p.m. The Foodprint Project, an event series that explores ways food and cities give shape to one another, coordinated the conference.

The Foodprint Project was co-founded in 2010 by writer and editor Sarah Rich and blogger Nicola Twilley as a collaborative exploration of urban food systems. Its goal is to bring together people with diverse backgrounds and expertise to start a conversation about using food as a design tool to make cities more resilient, sustainable, and healthy.

The Foodprint LA conference on December 9 brought together a diverse range of LA-based panelists who are all involved in innovative solutions to food-related issues. Mr. Cutter shared his knowledge about Alegría Fresh's forward-thinking process that employs hydroponic vertical farming methods to produce food with superior nutrition and resource efficiency. The first of its kind on the west coast, Alegría Fresh's model is a solution to many future food problems within our cities. Leafy greens and medicinal herbs produced at the farm pack five to six times the nutritional content of any produce available in supermarkets. Furthermore, its model excels in urban areas, which reduces the need for oil consuming transportation.

“Our Verti-Gro system uses no soil, 90 percent less water, 50 percent less fertilizer, 70 percent less land, and we are able to produce food much faster than traditional farming methods,” explains Mr. Cutter. “Our hi-performance agriculture processes address critical problems our cities face today. We are building these systems in densely packed urban areas to meet these growing needs.”

About Alegría Farm

Alegría Farm is a new commercial hydroponic vertical farm employing over 170 hydroponic towers growing over 10,000 plants in less than 1/20th acre. Alegría Farm is Orange County's first hydroponic vertical farm and the first West Coast showcase for the Verti-Gro® system, which uses no soil, 90 percent less water, 70 percent less land, 50 percent less fertilizer than

traditional organic farming and zero toxic pesticides. This high performance growing system produces clean, natural food faster than traditional farming and allows plants to grow bigger and stronger, making plants naturally pest resistant.

Alegría Farm produces an exotic tasting variety of leafy greens, medicinal herbs and heirloom vegetables. Hydroponic farming is soilless and utilizes coconut fiber instead of organic soil, which virtually eliminates toxic pesticide usage to produce stronger plants that are substantially more nutrient-rich. For more information on Alegría Farm or to schedule a tour, please visit www.AlegríaFresh.com or follow on [Facebook](#) and [Twitter](#). Alegría Farm is the high-performance urban agriculture division of EnviroIngenuity. Produce from the farm is sold under the Alegría Fresh tradename.

About EnviroIngenuity

EnviroIngenuity was founded in 2009 by Erik Cutter. The company is comprised of forward-thinking professionals, whose goal is to take advantage of the growing demand for more efficient, cost effective sustainable energy solutions, employing solar PV, hi-efficiency LED lighting, green building and hydroponic vertical food production technologies, the latest venture being the development of Alegría Farm. EnviroIngenuity's mission is "advancingreenergy" and reducing waste, thus better utilizing limited natural resources. As we invest in a lower carbon future, the EnviroIngenuity team is focused on helping organizations move forward to deploy sustainable energy solutions using disruptive technologies. www.EnviroIngenuity.com

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