

# Green Planet Productions Films EnviroIngenuity's Hydroponic Vertical Farms for Sustainability Feature

LAGUNA BEACH, Calif., July 23, 2012 (SEND2PRESS NEWSWIRE) – Today, EnviroIngenuity's Hydroponic Vertical Farming Division announced its participation in a Green Planet Productions special feature on sustainable living.

A film crew from Green Planet visited two of EnviroIngenuity's hydroponic vertical farms on July 3. They interviewed Erik Cutter, Managing Director of EnviroIngenuity, who is leading a local team of urban farmers to develop high-yield, resource-efficient hydroponic vertical farming processes in California.

"Green Planet Productions has always produced influential environmental films and its productions have inspired many people to invest in new energy efficient technologies and reduce wasteful habits," said Cutter. "Their production team was top-notch and we enjoyed showing them how we are making a difference."

Green Planet Productions is a Santa Monica-based film studio specializing in environmental documentaries that are spreading awareness on ways to live more sustainably. In 2008, their documentary "FUEL" received an Audience Award for Best Documentary at the Sundance Film Festival. "The Big Fix" was an "Official Selection" of the 2011 Cannes Film Festival.

"Three years of research and testing of hydroponic vertical farming systems led me to the conclusion that Verti-Gro offers the most easy-to-use food growing process with the best yield and most efficient use of resources and space," said Cutter. "I am happy to see that Green Planet Productions felt our work in this area was important enough to capture on film."

EnviroIngenuity recently completed two 22-tower systems with nearly 1,000 plants, each on private properties in Laguna Beach, and is working now on developing its new commercial demonstration center in Laguna Canyon to be completed this summer. Each location utilizes the Verti-Gro® system, featured at the Epcot® theme park at Walt Disney World Resort in Orlando, Florida for the past 16 years.

"The Verti-Gro system uses no soil, 90 percent less water, 70 percent less land and 50 percent less fertilizer than traditional organic farming," said Cutter. "Verti-Gro hydroponic commercial and home garden systems produce clean, natural food much faster than traditional farming and allow plants to grow bigger and stronger. These systems are especially effective in small urban spaces and can be set up to recirculate and automatically water the plants for even greater resource efficiency."

Both the residential and commercial Verti-Gro® systems virtually eliminate the need for pesticides, increasing affordable access to locally grown, natural produce.

“Green Planet will help us teach young people that they can grow clean food using the Verti-Gro system, thus connecting them to where their food comes from,” said Cutter. “Hydroponic vertical farming allows us to create jobs by developing urban farming entrepreneurs who will grow local and sell healthier, great tasting produce within their local communities.”

**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. EnviroIngenuity’s mission is “advancing green energy” 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.

More information: <http://www.EnviroIngenuity.com/> .

– *PHOTO Caption: Red leaf lettuce grown in a Verti-Gro® hydroponic vertical system.*

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