

Alegria Fresh Partners with Orange County Produce, LLC, to Deliver Organic Vegetable Box

LAGUNA BEACH, Calif., June 26, 2013 (SEND2PRESS NEWSWIRE) – Alegria Fresh announced today it has partnered with Orange County Produce, LLC, to offer a locally grown, certified organic, freshly harvested summer vegetable box. Delivering on its promise to offer the freshest produce available, Alegria's vegetable box is delivered within 24 hours of harvest and can be customized to suit individual tastes.

Orange County Produce, LLC, is managed by third-generation family members A.G. and Matthew Kawamura, farming over 800 acres within the urban boundaries of Orange County.

"Our family has been growing fruits and vegetables in Orange County for 57 years," said A.G. Kawamura, Founding Member, Orange County Produce, LLC and former California Secretary of Agriculture. "We are committed to continuing a tradition of farming in Orange County and providing the residents of Orange County with an incredibly fresh and high-quality product. We believe that local production of fruits and vegetables is a viable and important part of this county's future."

Alegria Fresh offer its subscribers and local chefs an array of seasonal vegetables including organic green beans, cranberry beans, yellow squash and green zucchini, cucumbers, red and golden beets, purple carrots, radishes, strawberries, blue, red and curly kale, green bell peppers and more, all grown in Orange County.

"A.G. and his brother have made tremendous strides toward improving nutritional content in the organic produce they offer in our local community," said Erik Cutter, Managing Director of Alegria Fresh. "They care about health and are meticulous farmers with great integrity and we are proud to partner with them to educate the public about the benefits of consuming fresh, locally grown produce. We are working together to create greater efficiencies by reducing waste and pushing new technologies to improve urban farming processes to meet the great challenges facing our food production and distribution systems."

The 12 pound plus box of vegetables is \$35 including delivery within Laguna Beach city limits. Those outside of Laguna Beach can arrange for pick up.

"It doesn't get any fresher arriving from farm-to-table in a day," said Erik Cutter. "Our new partnership allows us to create greater access to clean, fresh, certified organic produce containing the highest possible nutrition per calorie. Our discriminating clients can taste the difference and understand why super fresh is important to their health."

Through hydroponic vertical farming, Alegria Farm grows leafy greens, medicinal herbs and vegetables up to seven times more nutrient rich as anything found in the local supermarkets while using no soil, 90 percent less water, 70 percent less land and 50 percent less fertilizer. On special order, subscribers can receive these greens and medicinal herbs delivered to their door within two hours of harvest.

In addition to vegetables and greens, Alegria Fresh also offers sunflower sprouts and other microgreens such as fenugreek and pea shoots. Sprouted seeds are nature's most complete and nutrient-dense food, and Alegria Fresh delivers them within an hour of their harvest to retain their full flavor and nutrient load.

For more information or to subscribe, visit <http://www.AlegriaFresh.com/>.

About Orange County Produce:

One of the oldest remaining farm companies in Orange County, Orange County Produce, LLC, has farmed within the rural urban environment of Orange County for 57 years.

The company is managed by A.G. and Matthew Kawamura, third generation growers and shippers of fresh produce. A.G. Kawamura is the former California Secretary of Agriculture where he served from 2003 to 2010 and is actively involved in developing policy in the areas of education, hunger and nutrition. He serves as the co-chair of Solutions From the Land, a UN Foundation project that is developing a sustainable roadmap for 21st century agricultural systems.

Orange County Produce, LLC, engages in year-round production and marketing of fruits and vegetables. Dedicated team members work creatively to resolve hunger and nutrition problems within the local community and educate the public about the art and science of urban farming and the challenges facing our food system. Orange County Produce, LLC, is currently engaged in building an exciting, interactive urban agricultural exhibit at the Orange County Great Park in Irvine, California.

Visit Orange County Produce at <http://www.ocproduce.com/>.

About Alegria Farm:

Alegria Farm is a new commercial hydroponic vertical farm employing over 150 hydroponic vertical towers growing over 8,000 plants in less than 1/20th acre. The newest farm is currently under construction as part of the interactive urban agricultural exhibit at the Orange County Great Park in Irvine, California. Alegria Farm is Orange County's first hydroponic vertical farm and the first West Coast showcase for the vertical hydroponic system which uses no soil, 90 percent less water, requires 70 percent less land and 50 percent less fertilizer than traditional farming. This high performance growing system produces clean, natural food faster and allows plants to grow bigger and stronger, making plants naturally more pest resistant.

Alegria Farm produces an exotic 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 Alegria Farm or to schedule a tour, please visit www.AlegriaFresh.com or follow on Facebook and Twitter. Alegria Farm is the high-performance urban agriculture division of EnviroIngenuity. Produce from the farm is sold under the Alegria Fresh trade name.

About EnviroIngenuity:

EnviroIngenuity was founded in 2009 by Erik Cutter. The company is comprised of forward-thinking professionals whose goal is to serve 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 reducing waste by "advancingreenergy," thus better utilizing limited natural resources. As businesses invest in a lower carbon future, the EnviroIngenuity team is focused upon helping organizations move forward to deploy sustainable energy solutions using disruptive technologies. For more information, see <http://www.EnviroIngenuity.com> .

News issued by: Alegria Farm



Original Image: https://www.send2press.com/wire/images/13-0626-alegria-fresh_72dpi.jpg

#

Original Story ID: 2013-06-0626-003 (8809) :: Alegria-Fresh-Partners-with-Orange-County-

Produce-LLC-to-Deliver-Organic-Vegetable-Box_2013-06-0626-003

Original Keywords: Alegria Farm, Erik Cutter, hydroponic vertical farm, Orange County Produce, LLC, sunflower sprouts and other microgreens such as fenugreek and pea shoots, EnviroIngenuity Alegria Farm Laguna Beach California LAGUNA BEACH, Calif.

Alternate Headline: Orange County Produce, LLC and Alegria Fresh Partner for Local Delivery of Fresh Organic Foods

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Wed, 26 Jun 2013 17:00:40 +0000

Original Shortcode for Story: <http://goo.gl/56Ttz>