



A Sustainable Essentials Enterprises Company

FOR IMMEDIATE RELEASE

Date: January 8, 2015

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SuperGrow Fresh Produce Growing Despite Hard Freeze

AUBURN, AL – Agritechnology start-up, SuperGrow has recently moved their headquarters to Auburn, AL and have begun operations. They are growing fresh local produce all winter, even today despite 10 degree hard freeze temperatures of last night. Using patented technology and cutting edge sustainable methodologies, they grow organic produce year-round in what they call SuperGrow Containers™ and SuperGrow Centers™. Unlike all other indoor growing solutions, SuperGrow grows produce in soil, not hydroponics. They call their method “terraponics”.

SuperGrow began operations in November and already provides produce to some of the areas most notable farm-to-table restaurants such as Acre Restaurant and Arricia. They are also providing produce starting in January to Auburn University Dining.

The really cool part is the awesome technology that allows them to grow top-of-the-line produce out of a mobile and highly compact 40-foot shipping container. They can grow produce 40% faster than in the fields, and can grow year-round, without susceptibility to weather or temperature. In fact, today they have a container full of produce that is lush and green, despite the 20-degree weather!

I was introduced to SuperGrow as a student in Auburn’s MBA program. Having provided student leadership on the Hunger Solutions Institute at Auburn University, I was immediately excited about this innovative new company that is using advanced technology to meet a real need in our local community. SuperGrow presented to the Alabama Task Force to End Child Hunger in the fall. They have worked with various colleges at Auburn University ranging from the College of Business MBA program to the College of Design, Architecture and Construction to the College of Agriculture and I understand they will be working with the Provost’s office which houses the Sustainability Minor in the spring. I’m really excited that SuperGrow has chosen Auburn as its headquarters, and our community should be very proud to be a part of their important work in developing technology, sustainability, and food security.

I’ve attached a short clip for you to look over, and for more information.

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If you’d like more information about this topic, please contact James Massa at 703-929-3160.