

**FOR IMMEDIATE RELEASE:**

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## **The Key to Safe, Healthy Produce: Controlling the Growing Environment**

Quincy, IL, September 20, 2012 – Do you know where your produce and fresh herbs are grown? Often they come from Mexico, Canada or somewhere else over 1,000 miles away from where you are purchasing your food. A large portion of the cost of food comes from transportation and storage expenses. When you buy produce in the grocery store, you are left in the dark about what chemicals and pesticides were used, not to mention whether E. coli and other dangerous bacteria and viruses have contaminated your produce. Society relies heavily on the food supply system to ensure safety of the food they are purchasing. According to a recent study by the CDC (Centers for Disease and Control Prevention), “CDC estimates that each year roughly 1 in 6 Americans (or 48 million people) gets sick, 128,000 are hospitalized, and 3,000 die of foodborne diseases”.<sup>1</sup>

Many people are taking the guess work out of what they are feeding their families and growing their own food. You can plant an outdoor garden but it is still susceptible to inclement weather, pollutants and pests. The only way to ensure food is safe, healthy and organic is to grow it in a laboratory-like setting. That’s where a new product called Eden Grow Rooms can help.

Eden Grow Rooms are environmentally controlled rooms designed for the optimal growth of plants. They are airtight and insulated; giving you a space to grow separate from any natural or man-made influences. Having an Eden Grow Room makes it easy to grow plants, vegetables, herbs and flowers all year-round, 365 days a year.

Imagine having fresh organic vegetables for your family year round no matter what the climate or weather conditions. Imagine having your own business supplying vegetables to a supermarket in your area. Imagine growing starter tomato plants from seed and selling them to customers in your area. Imagine serving fresh vegetables and herbs to customers visiting your restaurant. With the new Eden Grow Rooms, you can do all that and more! Eden Grow Rooms allow you to grow organic produce year-round with shorter growing cycles.



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Eden Grow Rooms come in three standard sizes but can be customized to any shape or size and installed indoors or out. All of Eden Grow Room's modular, cam-locking panels fit together easily and can be expanded or relocated in the future. Panels are designed for easy assembly by simply aligning the tongue and groove of the panel and cam-locking one panel to the next. Grow Rooms are shipped as unassembled panels but are easy to put together on-site.

As the United States continues to build and increase in population, there is less and less opportunity for gardens, especially in large cities. Eden Grow Rooms provide a solution to this increasing problem. An Eden Grow Room can be installed virtually anywhere. Put them in a basement, rooftop, garage or backyard, the possibilities are endless. Restaurant owners can provide fresh herbs and vegetables all year round; urban gardeners can grow fresh produce in the city; grocery stores can grow their own fresh plants to sell; food banks can grow their own food to provide to the less fortunate; farmers can easily start their crops with seed cultivating, all with an Eden Grow Room.

For more product information and how to purchase, visit our website at [edengrowrooms.com](http://edengrowrooms.com).

<sup>1</sup> Centers for Disease Control and Prevention; "2011 Estimates of Foodborne Illness in the United States", <http://www.cdc.gov/Features/dsFoodborneEstimates/>

#### ABOUT:

Eden Grow Rooms manufactures environmental enclosures designed for plant growth. Eden Grow Rooms is a division of Craig Industries, Inc. Craig Industries has been producing environmental enclosures since 1986. As a well respected leader in the enclosure business, Craig Industries has always been on the cutting edge of technologies and product development.

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