

- About Us
- EM Magazine
- Relocation Toolkit
- State Spotlights
- International Spotlights
- Industry Spotlights
- Expansion/Relocation
- Our Publications
- News Briefs
- Media & Advertising
- Conferences & Events
- For Economic Developers Only
- Editor's Blog
- Webcasts
- White Papers
- Subscriptions
- Career Center
- Bookmark this Page
- Email this Page
- Contact Us



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Hydroserre Tennessee Picks Overton County, Tennessee as Site of New Production Facility

OVERTON COUNTY, Tenn. (February 21, 2007) — Hydroserre will invest in excess of \$40 million into the community and provide nearly 300 jobs.

[2/21/2007] By: NEWS BRIEFS



Hydroserre Tennessee, LLC, has selected Overton County, Tenn., as its "site of choice" to build a new production facility. Using hydroponic technology, the company will grow "Clean and Natural" lettuces and greens within a controlled atmosphere. Hydroserre will invest in excess of \$40 million into the community and provide nearly 300 jobs.

"Overton County provides an optimal location for this facility, since it is close to the Eastern corridor and allows us access to key target customers in the region," said Martin Desrochers, president, HydroSerre Mirabel, Inc. "In addition, we are optimistic about the job opportunities that we can offer the residents of this community

Growing plants in water instead of soil is the hallmark of hydroponic technology. With traditional farming, soil houses the nutrients needed for a plant to grow, however, the soil merely delivers those minerals; the soil itself does not contribute to plant development. The roots of hydroponically grown plants are able to receive the natural minerals necessary for growth, directly from the nutrients found in the water.

HydroSerre Mirabel began operation in 1987 stemming from a research and development project.

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