**Executive Summary:**

In a Mintel research (Base: 2,000 internet users aged 16+), a third of consumers prefer locally produced goods, and almost the same percentage place a high value on energy efficiency. Purchasing locally produced goods can help the environment by lowering the need for transportation and the pollution it causes, as well as perhaps lowering final costs for customers. According to Mitskavets’ article, “Making urban environments greener”, customers are more willing to examine businesses and their goods for different ecological and ethical credentials as a result of growing health consciousness (Mintel, 2014) (19).

**Problem Statement**: Communities and businesses face challenges in sustainable food production due to limited space, high resource demands, and environmental concerns. Traditional farming methods fall short, especially in urban and rural areas with restricted access to fresh, locally grown produce. There is a pressing need for innovative, eco-friendly solutions that conserve resources, adapt to diverse climates, and make sustainable agriculture accessible.

**Solution Statement:** Cameron County Hydroponic Containers (CCHC) is revolutionizing sustainable agriculture by transforming shipping containers into eco-friendly, customizable hydroponic gardens. Our SMART technology systems address food production challenges, enabling year-round cultivation for businesses and communities while promoting innovative, efficient farming practices.

**Mission:**  
Revolutionizing sustainable agriculture by providing eco-friendly, customizable hydroponic container solutions.

**Vision:**  
Leading the future of sustainable agriculture by ensuring year-round access to fresh, locally grown food for all.

**Core Values:**

* Sustainability: We prioritize eco-friendly practices to minimize our environmental impact.
* Innovation: We integrate advanced technology to optimize farming efficiency and outcomes.
* Community Impact: We are dedicated to creating jobs and fostering economic growth in local communities.
* Quality: We ensure that every container is built to the highest standards of durability and efficiency.
* Resourcefulness: We adapt and improve continuously to meet the changing needs of our clients.