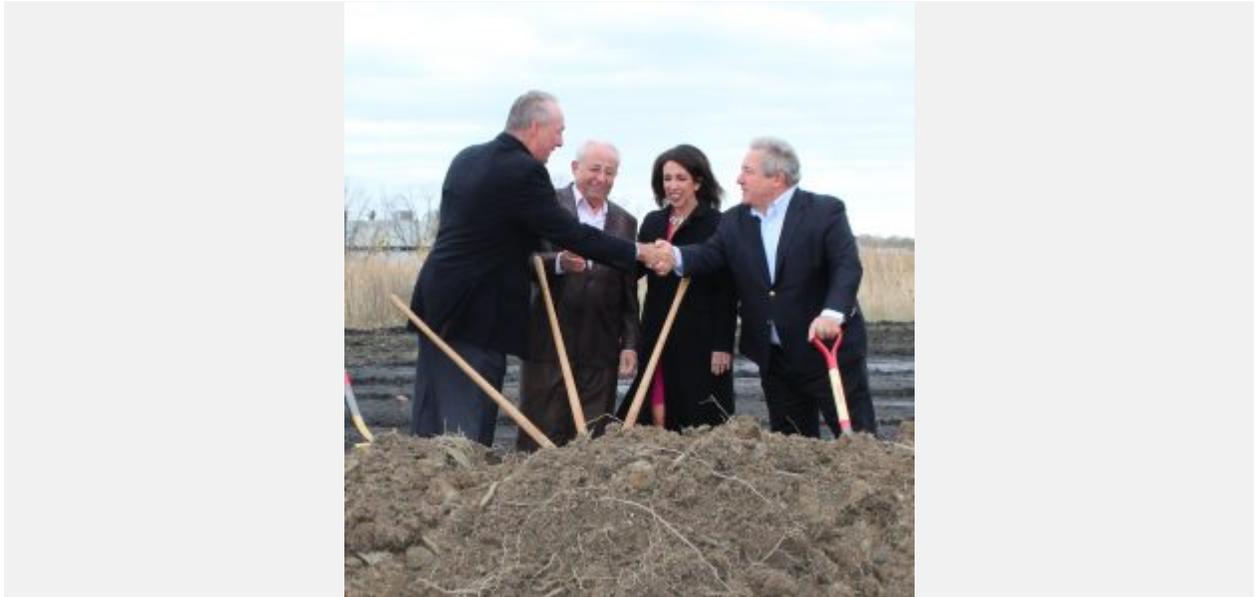


Hydroponically grown greens a new Eastman Business Park venture

By: Diana Louise Carter November 1, 2019

A greenhouse operation planning to raise hydroponic greens year-round is due to start construction at Eastman Business Park.



From left, Clearwater's Alex Wasilov, Santi LiDestri, Monroe County Executive Cheryl Dinolfo and Greece Supervisor Bill Reilich celebrate the groundbreaking for Clearwater's 10-acre greenhouse. (Town of Greece)

Clearwater Organic Farms' plans for a 10-acre greenhouse had been stalled for financing issues for the last two years. But Friday morning, county and regional economic development officials welcomed the business with a ground-breaking.

"We believe we can shift the fresh food paradigm by making local produce available in the Northeast year-round," said Alex Wasilov, executive managing partner of Clearwater Farms. "We remove the seasonality by bringing the crops indoors on a large scale. And we're doing it in a far more sustainable way."

Similar operations already exist for greens in the Rochester area, but on a smaller scale, and on a larger scale for tomatoes near Albion in Orleans County.

Clearwater Organic Farms intends to begin with pesticide-free baby arugula, basil, spinach and romaine using deep-water hydroponic technology. The operation uses about 90 percent less water than traditional field grown crops.

"I'm thrilled to see this project moving forward. This is another success in the story of Eastman Business Park, and Clearwater Organic Farms is a logical addition to LiDestri's growing food and beverage industry in Greece," said Greece Supervisor Bill Reilich. The first harvest is expected to arrive in September 2020.

"Clearwater Organic Farms' decision to expand in Rochester New York underscores the highly skilled talent base and integrated supply chain resources available in our community to support innovative food manufacturers," said Matt Hurlbutt, president and CEO of Greater Rochester Enterprise. "Clearwater Organic Farms' new facility will also leverage the unique amenities and infrastructure available at Eastman Business Park."

The project has support from both Monroe County and New York State and is expected to produce 100 jobs.

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