

# News Release

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## **Phoenix Contact debuts ‘Growing Tomorrow’ Documentary explores the viability of hydroponics, aquaponics, and Controlled Environment Agriculture (CEA)**

**Middletown, PA** – “Growing Tomorrow,” a new documentary produced by Phoenix Contact USA, delves into the necessity and financial viability of hydroponics, aquaponics, and Controlled Environment Agriculture (CEA). The film had its world premiere at Harrisburg University of Science and Technology on Thursday, November 21.

The documentary features interviews with educators, students, and business and community leaders, as it explores whether these innovative farming methods can address the pressing challenges of current food production and availability. Phoenix Contact’s technological solutions play a foundational role in supporting these sustainable farming practices through advanced monitoring and automation processes.

“‘Together’ is the first word in our company’s Purpose Statement, and this video celebrates the power of partnerships and collaboration,” said Patty Marrero, Interim Vice President of Human Relations at Phoenix Contact USA. “Over the past decade, we’ve partnered with Harrisburg University and other colleges to give tomorrow’s engineers the tools and knowledge they need to compete in the modern workforce.”

“IIoT and digital transformation are powerful levers for realizing change, and that change requires an ecosystem of agents working together,” said Loreen Katz, Director of Integrated Marketing and Communications for Phoenix Contact USA. “By highlighting critical issues that affect social and environmental sustainability, we can bring attention to real solutions. We thank Harrisburg University, Greenswell Growers, Steelton-Highspire School District, and Downtown Daily Bread for sharing their experiences and helping us tell this compelling story about partnerships with a purpose.”

Watch the video at: <https://www.youtube.com/watch?v=oRyzX7UrMlk>.

**About Phoenix Contact**

Phoenix Contact is a global market leader based in Germany. Since 1923, Phoenix Contact has created products to connect, distribute, and control power and data flows. Our products are found in nearly all industrial settings, but we have a strong focus on the energy, infrastructure, process, factory automation, and e-mobility markets. Sustainability and responsibility guide every action we take, and we're proud to work with our customers to empower a smart and sustainable world for future generations. Our global network includes 22,000 employees in 100+ countries. Phoenix Contact USA has headquarters near Harrisburg, Pa., and employs more than 1,100 people across the U.S.

For more information about Phoenix Contact or its products, visit [www.phoenixcontact.com](http://www.phoenixcontact.com), call technical service at 800-322-3225, or email [info@phoenixcontact.com](mailto:info@phoenixcontact.com).

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