



John Hounsell

Co-Founder

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A New Zealand native who spent nearly 15 years traveling the world, John Hounsell has seen firsthand the world's clean water and food supply problems. Instead of ruminating on the pollution, demand, and other factors ushering in these new problems, he made a conscious effort to turn the tide. As co-founder of DeFoor Innovations, he helped develop a vertical hydroponic sleeve that empowers farmers to grow more with less. Using the DeFoor Innovations system, growers both small and large can produce vegetables, herbs, fruits, and flowers with minimal environmental impact and virtually zero risk. For more information, visit defoorinnovations.com.