Employees cut the ribbon at the Anuvia Plant Nutrients production plant opening in Zellwood, Florida, May 10. The plant is pictured at left.

Products for the Planet

Anuvia Plant Nutrients opens its first manufacturing plant in central Florida

With an eye toward a different approach and being environmentally, socially and economically sustainable, Anuvia Plant Nutrients unveiled its $98 million production plant on May 10 in Zellwood, Florida.

"We are proud of our new way," Anuvia CEO Amy Yoder told the assembled audience during the grand opening ceremony. "This grand opening signals a new era of organic material utilization and plant nutrient technology. We are pleased to help people, plants and the planet survive. Sustainability is the Anuvia foundation and drives everything we do. It's important to realize that as a society, we really need to understand that the quality of our life is dependent upon the health of our planet."

Anuvia's "new way" focuses mainly on environmentally friendly and enhanced- efficiency products and production process. This process includes the new plant, which started production in April and has capacity to produce greater than 200 tons of product daily. Water and steam are the plant's only two waste streams.

"There's really no other technology quite like ours," said Anuvia founder Jeffrey Burnham, Ph.D., who has more than 43 years of experience in environmental microbiology, wastewater, biosolids processing and public health. "We're very excited about the future."

Anuvia's products include GreenTRX for the turf industry and SymTRX for the agricultural sector.

GreenTRX 16-1-2-17S-3Fe is a plant nutrition product that uses a slow-release delivery system called Organic MaTRX, which "mimics organics and possesses both positive and negative charges, providing docking sites for desired nutrients like ammonium, potassium, sulfate and ferrous iron," according to the company.

GreenTRX provides nutrients when the turf plant needs them the most and contributes to improved soil and rootzone health, according to the company. All of Anuvia's formulations have 16 percent organic biosolids and the combination of slow release and nutrients in forms readily usable by plants translates into less loss — via leaching or volatilization — and better overall soil health, according to the company.

The intermediate and elite granule sizes of GreenTRX are made specifically for golf courses. They are applied using standard equipment and will deliver nutrients to the turf for six to eight weeks, according to the company. The Anuvia product can be stored, handled and used in the same way as conventional, dry fertilizers.

Anuvia's proprietary, seven-step manufacturing process uses a system that involves a natural binding mechanism to create homogenous products that require no artificial polymers or coatings. The system is also designed to incorporate organic materials ranging from food waste, animal waste, municipal solid waste and by-products from food companies, among others. The process goes full circle, as every pound of organic material yields a pound of Anuvia product, Yoder said.

"Organics provide the medium for plant growth," explained Yoder, a 20-year veteran of the agricultural industry. "And we provide organics in our fertilizer. By doing this, we can contribute positively to soil health. It's up to us to be stewards of the planet, and use all of our resources in wise and environmentally sound ways."

Anuvia Plant Nutrients, founded in 2005, is financed primarily by TPG ART (Alternative & Renewable Technologies). In addition to TPG ART, equity investors include Agro-Iron, whose businesses include the production of iron micronutrients; and Shrieve Chemical, a supplier of industrial chemicals, active in the fertilizer industry. Other investors include Florida-based agricultural companies and individual investors.

— Robert Meyer, Associate Editor

ANUVIA PLANT PRODUCTS, ROB MEYER