



**ANUVIA™**

PLANET INSPIRED PRODUCTS

OUR WAY IS UNIQUE.

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OUR WAY IS NEW.

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WE ARE ANUVIA.

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Anuvia reuses organic materials to make a high-quality plant nutrient product for agriculture, turf and golf courses.

## Shine On, Shine Bright With Anuvia

**A**nuvia Plant Nutrients, with its state-of-the-art, \$98 million facility in Zellwood, is adding fresh sparkle to the Florida Sunshine State's commitment to environmental sustainability. This new company reuses organic materials to make a high-quality plant nutrient product for agriculture, turf and golf courses. Their products deliver plant nutrients in a novel slow-release method that is good for people, plants and the planet, fewer organic discards end up in landfills – and need we say, that is good for everyone.

Anuvia, which means “a new way,” is the brainchild of years of research by scientists who wanted to do better by the environment. They recognized that a plant nutrient product made with organics could be a second life for organic materials otherwise discarded. As a result of their diligence, the Anuvia

product line was born – high-efficiency plant nutrient products that provide a predictable release into the soil with reduced leaching or volatilization and with the added bonus of enriching the soil.

“Anuvia isn't manufacturing your typical fertilizer,” recognizes Lauren Martinez, senior director of marketing and communications at the Orlando Economic Development Commission. She visited the plant in May and saw the Anuvia process in action. “It is a unique commercially viable business on the path to solving difficult environmental issues.”

Anuvia CEO Amy Yoder explains, “While other fertilizer makers use natural resources as their base, Anuvia's novel process combines reclaimed organic materials and inorganic nutrients into plant nutrient products that improve plant health and soil

structure. The patented nutrient delivery system slowly releases nutrients to feed plants for up to eight weeks.

“We emphasize resource efficiency,” Yoder adds. “Our goal is to create functional products that also help solve significant environmental problems – how to harvest the residual value in organic discards, how to keep our soils productive, how to keep waterways clean and how to reduce our carbon footprint.”

The sun shines bright and hot in Zellwood – much like Anuvia's future, notes Yoder. “We like that Floridians love the outdoors – whether it is on the golf course, working in the orange groves or hiking along its waterways,” she says. “We see the state's vitality and we're excited to be here to help grow the economy in an environmentally sustainable way.”

# Nature Made, Better

When developing its product line, Anuvia Plant Nutrients took a novel, yet practical approach – work in one with nature.

As the foundation of Anuvia's product line, the proprietary Organic MaTRX™ mimics organic matter in the soil, encouraging plant nutrients to work in sync with nature. This technology allows plant nutrient applicators to enjoy a predictability they desire, and it keeps materials out of landfills.

The Anuvia technology converts low-value organic leftovers from food, livestock, industrial or municipal waste sources into high-value plant nutrients for agriculture, turf and golf courses. This technology is based on the Organic MaTRX, a unique mechanism that binds amino acids and peptides from organics with inorganic nutrients. The result is a dual-release, enhanced efficiency granular product that delivers key nutrients such as ammonium nitrogen, potassium, sulfate sulfur and ferrous iron to plants.

Due to the Anuvia technology, when the granules are applied to the soil, nutrients are released slowly in forms readily and easily available to plants. The process prevents leaching and volatilization, and improves overall soil health by delivering 16 percent organic matter back to the soil.

It's a complicated system, but one that Mother Nature would approve. Anuvia's high-quality products, SymTRX™ and GreenTRX™ use this system to deliver the best results possible. These products exceed the Exceptional Quality standards set by the Environmental Protection Agency and adds a new level of environmental sustainability – and a bright future – to how soils, crops and turf are managed for profit and for the enjoyment of generations to come.



Anuvia manufactures its products in a safe, clean and environmentally friendly way.

## Grow Better, *Yield More*

As every plant professional knows, turf, crops and the soil profile go from adequate to outstanding with the proper nutrients. Anuvia products allow growers to bump up yields, and turf and landscape managers to cultivate a lush healthy turf. These products also embrace an environmental sustainability and stewardship that everyone can agree is good.

Anuvia's turf product GreenTRX™<sup>TM</sup>16-1-2-17S-3Fe provides the key nutrients needed to grow and sustain healthy grass. GreenTRX uses Anuvia's proprietary Organic MaTRX technology, which binds organic materials to inorganic nutrients to allow nutrients to be delivered in a novel, slow-release method. It promotes deep greening without burning, and it contributes to improved soil health.

The product is available in standard, fairway and greens grade sizes, made specifically for golf courses. The granules can be applied using standard equipment and will deliver nutrients for six to eight weeks.

For agriculture, Anuvia offers SymTRX™ 16-8-0-16S. It applies the natural principles that are already associated with organic matter in soil to create a multi-nutrient, slow-release product that works in sync with nature, creating strong and healthy plants. Looking to increase yields, growers can rely on SymTRX to efficiently deliver nutrients without coatings or polymers, in a uniform way and when most needed by plants.

SymTRX and GreenTRX both contain 16 percent organic matter, which contributes to improved soil and root zone health. These new products can fit into any fertility management practice. They handle and store like conventional dry fertilizer products without the need for special equipment or handling.

**GREENTRX** **SYMTRX**



Anuvia's patented technology turns organic material into the base for a homogenous enhanced efficiency multinutrient product.

## Nurturing Our Soils and Our Future

It takes healthy soils – soils teeming with microscopic organisms – to sustain commercial crop production, lush golf courses and healthy lawns over the long run. Anuvia Plant Nutrients has figured out how to make soil better, in a better way, by feeding nutrients to plants in a way that's friendlier to plants and to the soil.

"Agriculture is working hard to improve fertilizer efficiency and reduce its environmental impact. There is a lot of interest in how a fertilizer that uses organic materials can fit into the current system," says Dr. Jerry Hatfield, director and supervisory plant physiologist at the U.S. Department of Agriculture Ag Research Service National Laboratory for Agriculture and the Environment in Ames, Iowa. The same is true in the landscape and

lawn care industries.

Anuvia has developed the technology to produce what Hatfield describes – and its products improve golf courses and turf as well as crop lands. Its patented technology turns organic material that might otherwise be disposed of in landfills into the base for a homogenous multinutrient fertilizer.

By turning organic leftovers into the foundation to deliver plant nutrients suited to crops and turf, Anuvia supports the circular economy – harvesting organic materials leftover into a value element to replenish soils and help keep our planet healthy.

Hatfield points out that while there are many ways to fertilize a crop, a program that includes organic materials is more sustainable and encourages more microbial activity in the soil.

Anuvia is on the frontline of the plant nutrient industry as it develops products to adequately feed crops and turf while encouraging soil microbiology growth and rebuilding soil health. It also supports the 4Rs of nutrient stewardship developed by the fertilizer industry: The right product applied at the right rate applied at the right time in the right place.

"We are proud to be pioneers in the development of the next generation of plant nutrient products," says Anuvia CEO Amy Yoder. "The products that we produce today in our facility in Zellwood will make a difference for years to come as growers raise their crops, as municipalities search for solutions to excess organic materials and as people plan an environmentally sustainable future for their families."