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## FOR IMMEDIATE RELEASE

### **Anuvia Names Paul Duncan Director of Sustainability**

Zellwood, Fla. October 17, 2018—Anuvia™ Plant Nutrients names Paul Duncan to the newly created position of Director of Sustainability. In his new position, Duncan will advance Anuvia’s commitment to social, environmental and economic sustainability.

Anuvia manufactures high-efficiency, bio-based, plant nutrients used by farmers, turf managers and lawn care professionals. Their products are made by reclaiming and repurposing organic waste that otherwise would be discarded. The process is clean, safe and environmentally friendly, resulting in a smaller carbon footprint.

Anuvia CEO Amy Yoder says, “From our beginning, our mission has been to help farming become more sustainable. Over the course of the last two years, our sustainable products have gained strength in both the agricultural and turf markets. We are diligently working to create partnerships with like-minded organizations and have launched several collaborative initiatives in the US and overseas to further our goal of providing sustainable fertilization solutions. Paul’s extensive experience in management and international business will be a great asset in advancing this effort. He brings industry knowledge, collaborative skills and a dedication to preserving our natural resources that will help us achieve our mission.”

“I am delighted to be joining Anuvia at this exciting time in the company’s growth. Businesses are looking to build sustainability strategies that make financial as well as environmental sense, and Anuvia can play a big part in that,” says Duncan. “I’m looking forward to forging strong partnerships across industries to develop solutions that deliver sustainability with profitability.”

Most recently Duncan served as director of Business Development at Cargill Optimizing Services, a division of Cargill Engineering R&D driving efficiency, profitability and sustainability in food and beverage manufacturing. Duncan was responsible for developing connections and relationships within the food and beverage industry and with Cargill customers and partners.

Duncan has a background in international journalism and entrepreneurship. He was founder and CEO of SciTech Partners, a market research, project management and business development company for multinational companies and government agencies, and has worked as an editor for publications including the Financial Times in London, China Daily in Beijing, and the Star Tribune in Minneapolis.

“While modern agriculture is immensely successful at producing affordable, quality food, we must pay closer attention to the environmental impact of productivity,” says Yoder. “Farmers must continue to economically produce food without harming the environment or sacrificing quality. I am confident that Paul will help us move our products and mission forward to help farmers meet these challenges.”

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### **About Anuvia**

Headquartered in Zellwood, Fla., Anuvia Plant Nutrients was founded by industry veterans to help large-scale agriculture and turf organizations fulfill their promise to become more sustainable and productive. The company’s patented technology, products and know-how enable farmers to put back into the land what farm operations have extracted.

For more information on Anuvia Plant Nutrients, visit [www.anuviaplantnutrients.com](http://www.anuviaplantnutrients.com).

Contact:

Sybil Jones

Anuvia Plant Nutrients

(609) 903-0376

[sybil.jones1@gmail.com](mailto:sybil.jones1@gmail.com)