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**FOR IMMEDIATE RELEASE**

**Anuvia® Expands Sales Team,  
Meadows Named Southeast Sales Manager**

ZELLWOOD, Fla. December 13, 2018—Anuvia™ Plant Nutrients names Jim Meadows Southeast regional sales manager – Agriculture. Meadows will focus on SymTRX™ agricultural sales and market development covering the Southeast states. SymTRX is an enhanced-efficiency, multi-nutrient, slow-release specialty fertilizer that fits the needs of crop production while also adhering to the highest standards of sustainability and environmental stewardship. Having been on the market for two years, the product has helped growers realize increased yields while also improving soil health.

“Meadows brings proven ability to help us develop a strong customer base,” says Norm Davy, Anuvia vice president sales – Agriculture. “Jim’s track record in sales and marketing, his knowledge of the region and his keen interpersonal skills will be a great asset as Anuvia continues with its strong growth, especially in the Southeast.”

A graduate of Auburn University, Meadows has worked in agricultural industry for over 25 years in sales, business development and marketing for companies including Helena Chemical, Exacto Inc. and Organic Labs. For the last eight years, he worked as proprietary products manager at Loveland Products, Inc. for the Georgia and Florida Divisions.

Anuvia manufactures high-efficiency, bio-based, plant nutrients used by farmers, turf managers and lawn care professionals. Anuvia’s technology represents a model for the circular economy: effective re-use of resources creating products of economic value. Its products hold the promise to make agriculture more sustainable by reducing nutrient losses in the environment, feeding the soil to improve soil health and reducing greenhouse gas emissions.

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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 their farm operations have extracted. [www.anuviaplantnutrients.com](http://www.anuviaplantnutrients.com).

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