



FOR IMMEDIATE RELEASE

Anuvia Plant Nutrients Names Michael Hoger Vice President of Sales - Agriculture

ZELLWOOD, FL September 26, 2019– Anuvia Plant Nutrients, an environmentally sustainable plant nutrient company, welcomes Michael Hoger, as its new vice president of Sales – Agriculture. He joins the Anuvia team to lead the company’s efforts to market SymTRX™, Anuvia’s bio-based enhanced efficiency plant nutrients developed for the agricultural markets.

“We’re eager for Mike to come on board and use his skills in growing our business in the North American agricultural markets and developing important customer relationships,” says Hugh MacGillivray, Anuvia Chief Commercial Officer. “With his extensive experience spearheading sales efforts and managing sales teams for major agricultural corporations, Mike brings the market knowledge and expertise necessary to further establish our sustainable technology across North America.”

Hoger comes to Anuvia from HELM Agro, where he served as national sales manager. HELM Agro is one of the world’s major chemical marketing enterprises with more than 100 branches and sales offices in over 30 countries. Previously, Hoger led sales, agronomy and marketing initiatives for crop protection and seed brand portfolios for DuPont Crop Protection and Pioneer Seed.

“I’m excited to join the Anuvia team and further build upon the groundwork they’ve already laid for introducing the agricultural industry to their bio-based, sustainable fertilizer products,” says Hoger. “I look forward to working with the management team and field sales as Anuvia’s sustainable solutions become common across the farm belt. It’s an exciting opportunity.”

Anuvia products and its technology represent a model for the circular economy: effective re-use of resources creating products of economic value. Its products reduce nutrient losses in the environment and deliver a balanced nutrient package for turf and crops.

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About Anuvia Plant Nutrients

Anuvia Plant Nutrients manufactures high-efficiency, sustainable bio-based fertilizers for the agriculture, turf and lawn care industries. Located in Zellwood, Fla., the company

developed and uses a unique technology that not only optimizes nutrient availability and efficiency for plants, but also improves soil health, preserves natural resources and reduces greenhouse gas emissions. Anuvia is committed to offering easily-adoptable, profitable and sustainable solutions to customers, their communities and global agriculture. This commitment recently earned Anuvia an honorable mention in the food category of *Fast Company's* 2019 World Changing Ideas Award. Learn More about Anuvia Plant Nutrients – GreenTRX for Turf and Lawn, SymTRX for Agriculture, visit www.anuviaplantnutrients.com.

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