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## FOR IMMEDIATE RELEASE

### **Anuvia Plant Nutrients Names Neyhouse Regional Sales Manager- Agriculture**

ZELLWOOD, FL, September 10, 2019-- Anuvia Plant Nutrients, an environmentally sustainable plant nutrient company, is pleased to announce that Don Neyhouse is joining the company as regional Sales manager--Agriculture. In this new position, Neyhouse will be responsible for the development of SymTRX™ sales in the Midwest. SymTRX is Anuvia's sustainable enhanced efficiency slow-release plant nutrient products developed for the agricultural markets.

Neyhouse will lead the sales effort working directly with our distributor and retail partners in the Midwest states. "We welcome Don to Anuvia," says Anuvia Chief Commercial Officer Hugh MacGillivray. "His credentials are outstanding and well-suited for introducing SymTRX to new geographic areas. Don comes to us at a very exciting time as Anuvia expands production to take SymTRX to Midwest markets. His sales and marketing skills will be a tremendous asset to our growth."

"The opportunity to grow and manage this sales region is unlimited," says Neyhouse. "I look forward to building new relationships at every level and ultimately to provide farmers with an innovative fertilizer that increases yield, improves soil health and reduces nutrient loss."

Neyhouse has over 20 years' experience in the agricultural and pharmaceutical industry. Most recently he worked for Bayer Crop Science in Southwest Indiana. His experience also includes seven years with Syngenta/Dupont Pioneer in recruiting seed dealers, training and management. Prior to then, Neyhouse work for Pfizer/Sanofi Pharmaceuticals as a sale rep and field sales trainer.

Neyhouse holds a B.S. in agricultural sales and marketing for Purdue University.

SymTRX is a bio-based sustainable plant nutrient. Anuvia products and its technology represent a model for the circular economy: effective re-use of resources creating bio-based products that deliver nutrients efficiently while feeding the soil and protecting the environment.

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**About Anuvia Plant Nutrients**

Anuvia Plant Nutrients manufactures high-efficiency, sustainable bio-based fertilizers for the agriculture, turf and lawncare 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](http://www.anuviaplantnutrients.com).

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