



FOR IMMEDIATE RELEASE

Anuvia Plant Nutrients Names Byrum Director of Government Affairs

Winter Garden, Fla. — April 1, 2020 — Anuvia Plant Nutrients, an environmentally sustainable plant nutrient company, is pleased to announce that Jim Byrum is joining the company as director of Government Affairs. In his new position, Byrum will be responsible for interacting with policy leaders within government and NGOs about Anuvia and the opportunities presented by its innovative fertilizer technology, including SymTRX™ for agriculture. SymTRX is Anuvia's sustainable enhanced efficiency slow-release plant nutrient developed for the agricultural markets.

“We welcome Jim to Anuvia and look forward to his valuable insight into public affairs,” says Chief Executive Officer Amy Yoder. “His depth of experience in agricultural government affairs and his relationships with leaders within the food and agriculture industries will be a valuable asset to our company. Jim will help build awareness within government and the industry on how Anuvia's technology can support efforts to reduce the environmental and carbon footprint of agriculture while at the same time increasing efficiencies on the farm.”

Byrum has worked in public affairs and agricultural advocacy at the state, regional and national level for more than 30 years. “In my new role with Anuvia, I'm excited to apply my experience working with government agencies and agricultural industry groups to advancing the company's goals by impacting policy at key government agencies. Their plant nutrient technology not only helps farmers improve soil health, increase yields and reduce nutrient loss, it also provides the sustainable, profitable and environmentally friendly crop input products needed for today's agriculture.”

Byrum's previous positions include serving on Michigan's Food Policy Council, Renewable Fuels Commission, and Commission on Agriculture, in addition to positions as the state executive director of Michigan's USDA-Farm Service Agency, and as president of the Michigan Bean Shippers Association and Michigan Agri-Business Association. He also previously worked for Monsanto. Byrum has consulted with the Kellogg Foundation, the University of Nebraska, the University of Georgia and the University of Guelph on leadership development in the agricultural industry.

Byrum holds a B.S. in public affairs management from Michigan State 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 Winter Garden, 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. To learn more about Anuvia Plant Nutrients – GreenTRX for Turf and Lawn, SymTRX for Agriculture, visit www.anuviaplantnutrients.com.

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