



FOR IMMEDIATE RELEASE

Anuvia Plant Nutrients Names Brett Bell Executive VP, Account Management and Sales

WINTER GARDEN, Fla. — July 16, 2020 — Anuvia Plant Nutrients, an innovative sustainable plant nutrient company, is pleased to announce that Brett Bell is joining the company as executive vice president, Account Management and Sales for its agricultural business.

In his new position, Bell will be responsible for Anuvia's national accounts and sales in agricultural markets. He will lead Anuvia's efforts to build existing retail and distribution alliances while seeking to create new customer partnerships to further advance the sales of SymTRX™, Anuvia's bio-based, sustainable fertilizer.

"We welcome Brett to Anuvia. His arrival comes at an especially important time in our growth," says Amy Yoder, Anuvia CEO, noting that next month Anuvia's new production facility in Plant City, Fla. comes online. "As our production capacity will dramatically increase, Brett's business acumen, his proven skills in relationship-building at all levels and his extensive knowledge of the industry will be invaluable."

Bell brings more than 20 years of experience working in sales, marketing, strategic business planning and operations for suppliers of agricultural products and agronomic services. Throughout his career he has focused on developing and managing successful businesses and teams.

"I look forward to helping Anuvia build on their existing business relationships through collaborations with our partners," Bell says. "We have a lot of room to grow as we bring innovative technology that sustainably improves the farmer's bottom line."

Most recently, Bell was the Chief Operating Officer for Landus Cooperative, the largest farmer owned cooperative in the state of Iowa based in Ames. While at Landus Cooperative, he was responsible for overall operations of the grain and agronomy departments and served on the boards for three joint venture companies.

Bell also worked as regional Agronomy/Sales/Product Line Lead for Cargill AgHorizons, Wayzata, Minn. Other career experience includes Business Development Manager, Adayana, Inc., Indianapolis, Ind.; Account Specialist, Ag

Partners LLC, Albert City, Iowa; and Field Sales Manager, Syngenta Seeds, Hopkins, Minn.

Bell holds a Bachelor's of Science degree, Agricultural Systems Technology, from Iowa State University and a Master's of Business Administration degree from 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 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. Learn more about Anuvia Plant Nutrients – SymTRX for Agriculture, GreenTRX for turf and lawncare and Anugreen for consumer lawncare. Visit www.anuviaplantnutrients.com.

Cutline: Brett Bell

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