



Release date: March 30, 2021

Contact: K. Elliott Nowels
Phone: 833-637-4783 ext. 703

Industry Veteran Frank Peterson Joins Meristem Team

Peterson To Serve Growers and Develop Dealers Across Western Corn Belt

Columbus, Oh. ,Mar. 30, 2021 – Ag entrepreneur and crop input veteran Frank Peterson has joined Meristem Crop Performance Group, LLC (www.MeristemAg.com), one of the fastest-growing direct-to-farm crop input suppliers in America. Peterson becomes Meristem’s sales and business director, western region.

“Frank Peterson has unique expertise as a grain farmer, crop input dealer and all-around ag entrepreneur,” says Mitch Eviston, Meristem Founder and CEO in announcing the hire. “Frank has a passion for serving farmers and we are excited to gain the value of his deep experience as we take Meristem to the next level.”

Peterson has more than 30 years of experience in agribusiness, coming to Meristem from AgVenture, the nation’s largest network of independently owned and managed seed companies where he held a business development role. Earlier in his career he founded and built Precision Grain Analytics in Bloomington, Ill. He began his career with Syngenta legacy company Ciba Seeds, where he rose to national sales manager and helped guide Ciba’s merger with Sandoz. He says he’s looking forward to building on the rapid start and solid business Meristem has crafted.

“Meristem is all about helping farmers improve their incomes and keep more of what they earn,” says Peterson. “They’ve got high-quality products at a great price point and they are taking good care of their customers at field-level. I’m excited to be a part of Meristem. I have an entrepreneurial spirit and I love to see that in others.”

A native of Vermillion, South Dakota, where he still operates a family grain farm, Peterson has a degree in agronomy from South Dakota State University and now lives in Omaha, Neb., with his wife Shannon and daughter Francesca.

-30-

Meristem Crop Performance Group, LLC (www.MeristemAg.com) is one of the fastest-growing direct-to-farm crop input companies in America. Meristem sources, formulates and delivers high-quality crop inputs to farmers at the least cost possible, at savings up to 30 percent. By helping farmers and local independent agribusinesses make the most of their infrastructure and intellectual property investments, the company improves productivity and removes waste in the established distribution channel. Meristem is led by a world-class team of ag professionals passionate about creating the most efficient channel to move innovative practices and novel technologies to market for the benefit of the American Farmer.