



Release date: June 15, 2021

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Melanie Burk Joins Meristem Team

Experienced Ag Coach To Serve Growers and Develop New Dealers Across Corn Belt

Columbus, Oh., June 15, 2021 – Experienced ag account professional and team leader Melanie Burk has joined Meristem Crop Performance Group, LLC (www.MeristemAg.com), one of the fastest-growing direct-to-farm crop input suppliers in America. Burk becomes Meristem’s sales and dealer coach in the Eastern Corn Belt, operating out of central Indiana.

“Melanie Burk is an expert at building and coaching sales teams for great results,” says Mitch Eviston, Meristem Founder and CEO in announcing the hire. “Melanie has a passion for serving farmers and we are excited to gain the value of her team-building experience as we take Meristem to the next level.”

Burk has deep experience in agribusiness at field-level, coming to Meristem from BASF, where she was Agronomic Solutions Advisor and also had a role as an Innovation Specialist. Earlier in her career she was Account Manager for Pioneer Hi-Bred International, where she managed sales rep performance and led multiple teams in defining and achieving business development objectives. Prior to that, she worked with Adayana as an account manager and instructional designer. She says she’s looking forward to building on the rapid start and solid business Meristem has crafted.

“Meristem is all about offering growers new opportunities to better their ROI and keep more of every dollar they earn right there on their farm,” says Burk. “They’ve got high-quality products at a great price point and they are taking good care of their customers at field-level. It’s innovative. Farmers have been asking for this model for some time. I’m happy to be a part of it.”

Burk grew up on a dairy farm in central Pennsylvania and has a BA in Art and Photography and a Masters in Instructional Technologies from Bloomsburg University of Pennsylvania. In addition, she’s sharpened her skill-set and knowledge with multiple agriculture classes from several land-grant universities. Always entrepreneurial, she has also operated her business, Melanie Burk Photography, for more than 20 years. Burk lives and works in Pendleton, Indiana.

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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.