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## **Meristem and Planet Earth Agronomy Team Up to Develop Innovative Biologicals**

### ***Planet Earth Becomes Meristem's Ally in Helping Farmers Gain Access to the Latest Beneficial and Field-ready Microbials***

Columbus, Oh., March 18, 2021 -- Meristem Crop Performance Group, LLC ([www.MeristemAg.com](http://www.MeristemAg.com)) and Planet Earth Agronomy, LLC, today announced a new strategic product development alliance designed to bring innovative biological products to American farmers. Under the relationship, Meristem and Planet Earth will work closely to develop and market yield-enhancing technology.

“This is the next step in our journey to create the first direct-to-farm business channel connecting the latest R&D to 20 million acres and beyond,” says Mitch Eviston, Meristem Founder and CEO. “Larry Fiene and his team at Planet Earth Agronomy have tested and refined new biologicals and biostimulants from all over the world and together we will bring them to market at a price point that helps farmers make the most of every dollar they spend on these new inputs. We are happy to have Planet Earth as a key partner in this effort to serve farmers and break down barriers to in-field application of this beneficial technology.”

Fiene, CEO of Planet Earth, has 30-plus years of experience in providing agronomic answers to grower challenges. He says the alliance with Meristem will boost promising microbial solutions into the marketplace faster and extend the reach of Planet Earth Agronomy to more new farmers and independent, locally-controlled retailers.

“Farmers need real-life solutions that work under the stress of efficient, intensive crop production,” says Fiene. “We’re finding new methods of making biologicals and synthetics work together, be effective in the spray tank or on dry fertilizer and provide a better ROI (return on investment) for growers.”

Meristem is building their initial biological lineup, including products to aid in the breakdown on crop residue and enhance nutrient release, industry leading microbial packages for corn and soybeans, and a best-in-class stress mitigation product.

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“The biological revolution is in full swing, and farmers are looking for direction on how these new products can help,” says Joe Gednalske, product technology consultant for Meristem. “Global investments in biologicals are increasing rapidly and we are thrilled to work with Larry Fiene and the Planet Earth team to characterize and deliver products to farmers that will deliver practical performance.”

“Consolidation of multinational players and their traditional reliance on an antiquated distribution system makes it difficult for many who are developing this new innovative technology to find a clear path to market,” Eviston says. “We are excited to have a passionate team and new allies to be a part of the solution for farmers.”

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*Meristem Crop Performance Group, LLC ( [www.MeristemAg.com](http://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.*

*Planet Earth Agronomy, LLC is an agronomic consulting and new product development business. Based in Middleton, Wisconsin, they provide quality products, outstanding insight and best-in-class service to farm businesses seeking to produce higher yields and greater return on investment while safeguarding their land for future generations.*