



Dr. Karl Wyant Nationally Recognized for Leadership in Agricultural Industry
Heliae® Agriculture's VP of Ag Science honored with Rising Star Award

Dec. 7, 2021, PHOENIX – Heliae® Agriculture, an algal tech company specializing in regenerative agriculture solutions, is proud to announce Dr. Karl Wyant, VP of Ag Science, was named as one of the [Agricultural Retailers Association's](#) (ARA) Rising Stars. The Rising Star Award recognizes emerging leaders in agricultural retail and their dynamic contributions to the industry. Dr. Wyant and his fellow Rising Stars were recently honored at the 2021 ARA Conference & Expo in San Antonio, Texas.

"This award is a welcome and well-deserved honor for Dr. Wyant," said Norm Davy, CRO at Heliae® Agriculture. "Throughout my time working with Karl, he has been a tremendous asset not only to Heliae but to the entire ag retail industry. His passion and dedication have made him a true leader in his field, and we count ourselves lucky to support him and his development as he leads the charge on soil health innovation for agriculture."

Through participation in ARA Conference educational sessions and networking events, such as the Chairman's Reception, Dr. Karl Wyant and his fellow Rising Stars learned new approaches to their work and expanded their network to include ARA board members and other industry thought leaders.

"Each year we look forward to recognizing a new class of Rising Stars for their impactful work in the ag retail industry," says ARA President and CEO Daren Coppock. "We hope these top performers will remain engaged with ARA as we work together to advance our industry for years to come."

The Rising Stars program, sponsored by [Atticus](#), is a meaningful way for ARA member companies to nominate emerging leaders to be recognized for their work in front of hundreds of industry professionals and to explore new ways to hone their leadership skills.

As part of the program, Dr. Karl Wyant also completed the ARA NAVIGATOR 360° online leadership assessment to identify their own strengths and areas to improve as it relates to our company's unique needs. Developed specifically for agricultural leaders by NuVue, this ARA tool empowers organizations to thrive in challenging times by developing effective leadership.

"I'm so honored to be recognized as a Rising Star," said Dr. Karl Wyant. "Getting to attend the ARA conference, share my work, and connect with people passionate about the future of ag retail and soil health has been an amazing experience. I know all of the tools and support my fellow Rising Star winners and I received will continue to move our industry forward in meaningful ways."

See a list of the [2021 ARA Rising Stars](#), and learn more about the [Rising Stars program](#).

Hear more about what it means to be a leader in the industry from Dr. Karl. Wyant.

About Heliae® Agriculture Heliae® Agriculture, a division of Heliae Development LLC, provides innovative microalgal products to the agricultural community. Dedicated experts in the soil and crop science fields, Heliae® Agriculture is focused on delivering regenerative agriculture solutions with its PhycoTerra® product portfolio. PhycoTerra® branded products are sourced from nature and work to improve overall soil microbial health, structure, water productivity, and nutrient use efficiency, which helps to increase crop yields sustainably for the planet, farmers, and consumers. Learn more about how PhycoTerra® pasteurized microalgal products will help achieve your regenerative agriculture objectives at www.phycoterra.com.

About Agricultural Retailers Association The Agricultural Retailers Association (ARA) is a nonprofit trade association representing the interests of retailers across the United States on legislative and regulatory issues on Capitol Hill. As the political voice of agricultural retailers, ARA not only represents its membership but also educates members on the political process and important issues affecting the industry. For more information on current legislative and regulatory issues impacting agricultural retailers, visit www.aradc.org.

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