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**Shelley Baugh**  
**Marketing Manager**  
**Heliae Agriculture**  
**480-758-5444**  
[sbaugh@heliae.com](mailto:sbaugh@heliae.com)

**HELIAE AGRICULTURE INTRODUCES PHYCOTERRA® TO FLORIDA GROWERS**  
*A Cutting Edge Agriculture Product And Dedicated Regional Team*

**Gilbert, Arizona, USA:** Heliae Agriculture announced its entry into the Florida agriculture market last week with the hiring of two long standing industry veterans as well as introducing PhycoTerra® to local growers.

Allen Williford, Agronomy Sales Manager and Brian Sanders, Territory Sales Manager have joined the PhycoTerra® team, to manage the Florida region. Doug Ranno, Vice President of Sales & Marketing for Heliae Agriculture said, “We are pleased to have such talented industry professionals on our team to lead our efforts in introducing our amazing products into the Florida market.”

In cooperation with the Florida Strawberry Growers Association, Heliae Agriculture hosted the top growers in the region with lunch and discussion on the innovative product, PhycoTerra® last week. PhycoTerra® is a sustainable soil amendment, that unlike other agriculture products, is a whole cell, plant based, pasteurized product that works to restore the natural quality of healthy soil and balance in the overall soil ecosystem. PhycoTerra® has demonstrated powerful results in multiple crops, in multiple growing regions, and is already showing real promise to Florida growers.

Heliae Agriculture is a cutting-edge agriculture technology company creating sustainable solutions for growers everywhere. For more information on PhycoTerra® and Heliae Agriculture, contact Allen Williford at [awilliford@heliae.com](mailto:awilliford@heliae.com) or 813-860-8570 or Brian Sanders at [bsanders@heliae.com](mailto:bsanders@heliae.com) or 813-860-8960. Visit [www.phycoterra.com](http://www.phycoterra.com).

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**About Your PhycoTerra:** PhycoTerra® is a first-in-class soil amendment made with microalgae. Formulated by scientists at Heliae Agriculture for both specialty and commodity crops, when applied directly to the soil they restore the soil microbiome and deliver multiple benefits allowing plants to thrive. This innovative product demonstrates: soil health, water retention, root development, plant health, product taste, early yield, and yield weight.