



DOUGLAS PLANT HEALTH ANNOUNCES NEW NAME - DPH BIOLOGICALS™

- Expands industry leading SP-1 biofertilizer as the basis for a portfolio branded as TerraTrove™
- Rapidly scaling production to help lessen impact of synthetic fertilizer shortages

LIBERTY, MO – November 30, 2021 – Today at the Biostimulants World Congress, Douglas Plant Health announced it has changed its name to [DPH Biologicals](#). The new name recognizes the century-long commitment of its parent company, Douglas Products, to deliver effective and high-quality products to its customers while more clearly focusing on expanding its biologicals product platform to deliver value to customers by sustainably increasing productivity, yield and profitability.

In 2018, the assets of AgriEnergy Resources and Growth Products were acquired to form Douglas Plant Health. Over the next three years, complementary technologies were brought together and further developed to meet the needs of customers. Today, DPH Biologicals was created to further scale the business and expand access to one of the most complete biofertility solutions available – *SP-1 Classic*.

“As we look to the future, we are excited to build upon the proven track record of this innovation. We value the trust our customers put in us to deliver quality products that consistently improve overall soil and plant health,” said **Mick Messman, President and CEO**. “As supply chain challenges escalate and fertilizer shortages loom, uncertainty remains as to how growers will fertilize their crops. In addition to our name change, today we are also announcing plans to scale production of our flagship biofertilizer to help meet the immediate market demand for expanded fertility options and ensure growers access to a leading biological product to sustainably manage yield and margin per acre.”

SP-1 technology is the basis for an expanded biofertility platform, **TerraTrove**, which will include a stable of biological solutions designed to improve soil fertility and maximize nutrient uptake. Refined across millions of acres, its unique combination of microbes, plant extracts and algae has consistently rejuvenated the rhizosphere and transformed soil structure for optimal fertilizer and micronutrient solubilization. This distinct formulation manufactures nutrition for the plant within the soil, ensuring an ideal environment for plant growth and on-farm profitability.

“GROWMARK started working with SP-1 a few years ago in the Northeast. The ability of this product to consistently improve soil’s physical characteristics has been phenomenal, resulting in increased profitability for our customers. We plan to expand use of this biofertilizer across all of our sales territories in the next growing season,” said Eric Mowen, manager of Crop Protection for GROWMARK.

When used with in-furrow starter fertilizers, growers can replace up to 50% of synthetic fertilizer. Unlike many other biologicals, SP-1’s easy-to-use liquid formulation seamlessly integrates into broad acre application practices, including broadcast, in-furrow, drip and fertigation.

DPH Biologicals will expand its business through a disciplined product innovation process rooted in science and managed by a seasoned leadership team with years of experience in biological crop nutrition, crop protection and precision agronomy. Announced earlier this year, the new management team includes:

- Mick Messman, President and Chief Executive Officer
- Alex Cochran, Chief Technology Officer
- Chris Feiden, Chief Operations Officer
- Joe Hanson, Chief Commercial Officer

In addition, DPH Biologicals is investing in its customer facing commercial and technical teams and focusing its R&D on biological innovation.

The new brand identity and logo can be viewed at www.dphbio.com. DPH Biologicals will celebrate the new brand name at leading industry events and customer meetings over the next several months.

“We look forward to sharing our news with our partners and customers as we work together to ensure another successful growing season,” said Messman. “We are working with strategic partners who share our values to quickly expand our ability to reach customers everywhere.”

About DPH Biologicals

DPH Biologicals aims to become the industry’s most trusted biologicals provider. For more than three decades, we have delivered value to the row and specialty crop, turf and ornamental markets. With unique applicability across broad soil types, our technology platform, TerraTrove™, built on SP-1 Classic™ formulation, has been refined across millions of acres to make it the most complete biofertility solution available. We are committed to building upon the DPH Biologicals heritage to help meet the needs of a growing population and address global concerns of climate change, food security and clean water. For more information, visit www.dphbio.com.

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