

SEPT
2022

ANNOUNCEMENT



PLANTPRODUCTS®

Staff promotion announcement

Westland, Michigan. September 6, 2022.

Plant Products - A member of Biobest Group is pleased to announce the following promotions related to the continued growth of its business as well as the integration of Plant Products USA and Biobest USA into a single organization operating as Plant Products.

Andrew Byfield has been promoted to the role of Sales Manager - USA. Andrew joined Biobest in 2018 and has since evolved from technical sales representative for Florida to Sales Manager of the Southeastern USA and most recently to Sales Manager of the Eastern USA. Coming from a grower role prior to joining Biobest, Andrew understands the needs and challenges growers face while also having firsthand experience developing new markets and leading a team of highly proficient technical representatives. Andrew's first priority as Sales Manager - USA will be the continued integration of the legacy Biobest and Plant Products technical sales and IPM teams into a single, industry-leading sales group under the Plant Products banner. The continued focus of this group will be to provide current and new customers with the service, insights and products needed to succeed. Andrew lives in Orlando, Florida and outside of work enjoys working on home projects, backpacking trips and spending time on the water. Andrew began his new role September 1, 2022.

Alan Cartwright has been promoted to Operations Manager - USA. Working as a Plant Products Technical Sales Representative in the Midwest region for the past three years, Alan brings tremendous customer focus to his new role which will benefit all Plant Products customers across the USA. A graduate of Ferris State University in horticulture and business, Alan has worked in the horticulture industry for 20 years holding positions in the public and private sector, including as the Living Collections Supervisor at the Morton Arboretum, in Lisle Illinois where he oversaw one of the most comprehensive collections of woody plants in North America, and overseeing complex landscape construction and maintenance projects in the Metro Detroit area. Alan lives in White Lake Michigan with his wife and two sons. In his spare time, he enjoys coaching youth hockey, playing golf and manicuring his home landscape. Alan will begin his new role October 1, 2022.

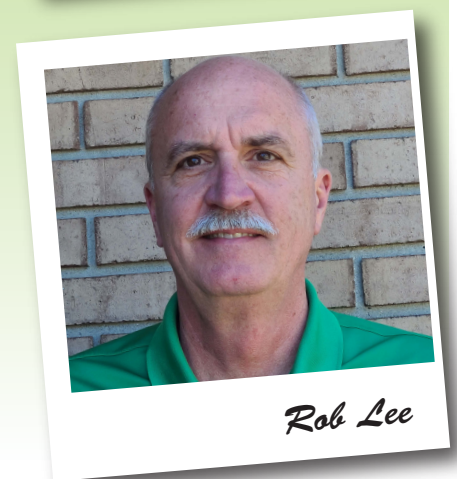
Rob Lee will continue in his role as General Manager - USA. With 40 years of experience, Rob's industry knowledge will continue to be an asset to our customers and staff. Rob will provide support to both Andrew and Alan in their new roles. "I am excited to transition many of my responsibilities to my talented colleagues, and I look forward to their development as they grow into their new positions."



Andrew Byfield



Alan Cartwright



Rob Lee

Everything you need to grow