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March 4, 2020

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## **Verano365 Launches First Product at Biocontrols Conference in Oregon**

*Thrivedo helps greenhouse growers have healthier harvests*

**(PORTLAND – March 4, 2020) – [Verano365®](https://www.verano365.com)**, a startup horticultural technology company, announced today its first product called Thrivedo™ at Biocontrols USA Conference held in Portland, Oregon. Thrivedo consists of a proprietary protein-surfactant that delivers a significant increase in nutrient efficiency, water uptake, and plant vigor. Thrivedo is enhanced with OpusMAX, the company's innovative formulation technology, which has a powerful synergy with the active ingredient and further amplifies its properties.

"All of Verano365's science-based solutions have one common goal—to help greenhouse and nursery growers maximize profit per square foot," said John Appel, President of Verano365. "When talking to growers, they will quickly tell you one of the biggest challenges they face is how to squeeze more profit out of their existing infrastructure. That's what Thrivedo does. In a competitive field like horticulture, where net margins for growers are often less than 10 percent, it's a revolutionary tool."

Several leading horticultural universities and third-party researchers, such as the Ohio State University, Texas A&M Agrilife Research, SynTech Research, and GLC have been testing Thrivedo. Field trials are also currently underway with growers of various crops.

"Although we have tested the product across a wide range of crops, the effects that stood out the most were in ornamentals like pansies," said Kevin Beck, a research scientist with GLC Consulting. "Not only did Thrivedo provide excellent growth above ground to the leaf tissue and flower structures, it also made for a more robust and stronger root system."

Findings from trials have validated nutrient efficiency, water uptake, and plant health. For example, in parsley, nutrients increased across 11 different mineral elements: potassium rose by 310 percent and iron was up by 190.7 percent. Lettuce leaf mass increased by 81 percent, and treated pansies showed a 43.4 percent boost in total plant mass. In trials on tomatoes, researchers saw a 70.2 percent increase in fruit set.

Verano365's Technical Director David Coorts says the feedback is promising.

"Thrivedo works by encouraging the root system to develop more robustly early on and that more efficiently assimilates nutrients," Coorts said. "The increased root development results in nutrient and water uptake, which combined makes plants healthier. Growers are seeing higher yields, shorter cycle times, lower unit costs and extended shelf-life in crops like ornamentals, lettuce, tomatoes and herbs."

In a recent product efficacy trial completed by the Ohio State University on tomato plants, the application of Thrivedo for six weeks resulted in a 49.1 percent increase in total harvested marketable fruit.

"Seeing the number of tomatoes per plant in your operation increase by 49 percent is impressive, but more importantly it translates to more product you can ship to your buyers. What we also find really compelling is that, 14 days after harvest, the Thrivedo-treated tomatoes showed 34 percent less spoilage," said Coorts.

Thrivedo is currently registered in 37 states, including Oregon. Growers can find out more information on Thrivedo by visiting Verano365's exhibit space 317 at the Biocontrols conference or at [verano365.com](https://www.verano365.com).

The sixth annual Biocontrols USA conference is designed for growers, pest control advisers, researchers, suppliers and those connected to the biocontrols industry.

**About Verano365**

Verano365 aims to help the world thrive with healthier harvests. The Texas-based company provides specialty horticultural innovations utilizing a proprietary formulation technology, OpusMAX. Verano365's solutions for greenhouse, nursery, and hydroponic management enable growers to get the most out of their inputs, from more efficient use of fertilizers to enhanced yields and shelf-life. Learn more about how our products help growers maximize profit per square foot at [www.verano365.com](http://www.verano365.com).

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**Contact:**

Dawn McKenzie, Verano365

817.809.8532 x 1029

[dawn.mckenzie@verano365.com](mailto:dawn.mckenzie@verano365.com)