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[microbiome-agbio-eu.com](http://microbiome-agbio-eu.com)

## An Interview with...



**Donald Marvin**  
President & CEO



### Why should the agricultural industry be excited about the plant and soil microbiome?

Ag biologicals that target the plant microbiome are the most exciting area of agriculture right now. It will be a \$10-billion plus market over the next five years. As a company that is focused squarely on the plant microbiome, Inocucor has a lot to be excited about. Our scientists are leading the way with new understandings about the plant microbiome and a new class of specialty biological products that harness naturally occurring microbes and fermentation metabolites to increase yields and enrich soil. These products have the added benefit of being safe for people, animals and the environment.

### The number of product strategies used in the plant microbiome expands on a daily basis, why do you believe a consortia-based approach is most successful?

Executing a consortia-based approach is not easy, but it works. We see evidence of its success in the field every day. It took Inocucor's scientists years to perfect our proprietary fermentation platform, which is now patented in several jurisdictions around the world.

***“When groups of microbes are combined successfully, they work as a biological factory to speed nutrients to plants and enrich soils.”***

We are confident in our approach based on results from the lab and in the field. Defined, mixed communities of compatible microbes create powerful bio-stimulation effects that help plants grow stronger and faster. When groups of microbes are combined successfully, they work as a biological factory to speed nutrients

to plants and enrich soils. The enzymes and organic acids produced by these microbes work together to critically impact many soil functions, including mineralization, nutrient cycling, and abiotic and biotic stress management.

### With Synergro now on the market, how has Inocucor scaled up from discovery to in field so successfully?

Inocucor has been successful because we paid our dues in the lab and in the field. We also understand the importance of working with industry partners who can streamline our product development and testing. The strength of our science and field results means we have been able to raise enough investment capital to move quickly to commercialization.

We also have been diligent about having our products registered in Canada and the U.S. and gaining organic certifications. Concurrent with perfecting our technology and IP strategy, we conducted hundreds of field trials, so we know our customers will see success in the field with our products.

***“Ag biologicals that target the plant microbiome are the most exciting area of agriculture right now”***

We also have buttoned down our sales effort. Our products can be ordered direct in the U.S. and Canada, and we have partnered with a well-known national-level distributor in the Western U.S. We recently signed a deal with Axter Agrosiences to distribute Synergro across Canada. We now have dedicated sales managers in Florida, Georgia, the Carolinas, Arizona and California, and we will soon be expanding our dedicated sales footprint in important high-value crop growing regions in Canada.

### What does the proven accuracy and reliability of Synergro mean for growers who are skeptical of microbials?

Growers who are skeptical of microbials need only look at our data and the science behind our products. Yield increases can be anywhere from the high single digits to between 40 and 50 percent. In one recent independent California trial, a strawberry grower saw a more than 30 percent yield increase with Synergro. Stronger, healthier, higher-yielding crops benefit growers financially - in that recent California trial, the grower earned an extra \$11,000.

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**Synergro has already proven to be a success on a number of valuable crops, what’s next for Inocucor in the future?**

Inocucor's corporate strategy includes staking our claim as a market leader in the emerging specialty ag biologicals segment by growing organically with our own proprietary microbial consortia technology. Inocucor’s new-product development pipeline includes bio-control formulations that combat economically devastating diseases in crops such as strawberries, tomatoes and potatoes.

We are rapidly producing a robust new product line, and continue to file patents around multiple biological solutions. Inocucor plans to also license its technology to commercial partners who are creating their own bio-stimulation and bio-protection products.

As we continue to grow our product line, we are also pursuing strategic acquisitions and product development partnerships in North America, Latin America and Western Europe. It’s an exciting time to be part of this company.

**What is Inocucor most looking forward to at Microbiome AgBioTech EU in London this September?**

The Microbiome AgBioTech EU event this September will be a fantastic opportunity to meet with other innovators in the world of ag biotech. We are always looking for potential co-product development partners and acquisition candidates.

***“We are helping improve the chances that farmers will be able to feed a growing population while improving soils, water quality and the environment. I can't think of a more compelling reason to get up in the morning.”***

**Why does the Microbiome get you up in the morning?**

We're talking about a real game-changing technology here--one that gives growers a "green" approach that is cost-effective and increases yields using fewer inputs. We are helping improve the

chances that farmers will be able to feed a growing population while improving soils, water quality and the environment. I can't think of a more compelling reason to get up in the morning.

**Who will be the winners in the agriculture biologicals space?**

It is more than having the correct technology solution. The winners will be those companies that have smart investors and commercial partners who understand the biologicals sector, believe in them and are willing to provide working capital and marketing channels to rapidly accelerate their business. They will have capable management teams and the brightest scientists. And they will have a sales and marketing organization that can efficiently deliver innovative products to the marketplace in record time.

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**Hear from Donald at Microbiome AgBioTech Summit in London, 20-21 September**

**Donald will deliver an exclusive presentation “CEO on a Tightrope: How to Simultaneously Manage Product Development and Commercialization Activities While Pursuing a Major Financing” on the Day One of the Summit.**

**[VIEW FULL EVENT GUIDE](#)**

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