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Contact: Greg Leaf • (651) 271.2511 • greg@groupleaf.com

Vestaron Appoints Sherry Mitchell as Director of Marketing

Mitchell provides extensive crop protection strategic experience to Vestaron as it develops its peptide-based brands for crop and ornamental markets.



January 22, 2019 – (Kalamazoo, Michigan) – Vestaron, a company dedicated to improving the safety, efficacy and sustainability of crop protection through migration from chemical pesticides to biologic peptides, today announces the appointment of Sherry Mitchell as Director of Marketing.

Sherry most recently was North America Director of Communications for Nufarm Americas, a developer and marketer of crop protection and enhancement products, for its agriculture and turf segments. She also has strong brand and creative experience in other fields including creative agencies and educational institutions.

“Vestaron’s commitment and unique approach to crop protection is inspiring. It is with great enthusiasm that I join the team to share with growers the exceptional biocontrol solutions the company offers,” Mitchell said.

Vestaron last year brought to market SPEAR[®]-T, its first bioinsecticide for control of the top four major greenhouse pests – thrips, aphids, whiteflies and mites. In late 2018, Vestaron announced EPA approval of its second product in the SPEAR[®] family, SPEAR[®]-LEP for control of lepidopteran pests for fruits, vegetables and other speciality field crops.

Vestaron expects to continue to expand this first family of products and has multiple additional families of bioinsecticides in development. Vestaron’s peptide- based products are able to match the efficacy of traditional synthetic insecticides while having the safety and sustainability profile of biologics.

“Sherry is charged with shaping and promoting our current and future branded products, as well as the stature of our corporation,” said CEO Anna Rath. “In Sherry, we are pleased to have aboard our team such an outstanding and experienced professional for our mission.”

About Vestaron Corporation

Vestaron is a company dedicated to improving the safety, efficacy and sustainability of crop protection through displacement of chemical pesticides with biological peptides. Vestaron is initially focused on a class of peptides that kills insect pests efficiently, but is safe for humans, birds, fish and the environment. As part of this, the company has developed fermentation-based peptide production and insect resistant crop platform that will allow it to develop a wide variety of biologic crop protection and trait products. Vestaron is the winner of the inaugural 2015 Bernard Blum Award for novel biocontrol solutions.

More information at www.vestaron.com

SPEAR[®] is a registered trademark of Vestaron Corporation.

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