

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Fine Americas Adds Northeast Sales Manager

Nathaniel Morse brings a wealth of agronomy and agriculture experience

Walnut Creek, Calif., January 30, 2023 – Fine Americas is pleased to announced Nathaniel Morse as sales manager serving customers across the northeastern United States and Canada.

“With his extensive crop and agronomic experience, Nathaniel speaks growers’ and farmers’ languages,” says Greg Johnson, President, Fine Americas, Inc. “We’re excited for our customers to benefit and draw from his support, and leverage his knowledge.”

Morse’s background includes a long career with Nutrien Ag Solutions, where he collaborated with growers on crop health, pest management, disease treatment, soil health and fertility, and helped farmers implement Integrated Pest Management (IPM) Programs. He also provided growers with recommendations for spray and fertilizer programs, and worked with growers and manufacturers on research studies and trial work. This experience will serve him well in helping Fine Americas’ customers maximize their PGR program.

His territory will include North Dakota, South Dakota, Nebraska, Wisconsin, Minnesota, Indiana, Iowa, Illinois, Michigan, Ohio, Pennsylvania, New York, Vermont, Massachusetts, Connecticut, New Jersey, Rhode Island, New Hampshire, Maine, as well as Ontario, Quebec, Nova Scotia, Prince Edward Island and Newfoundland & Labrador. Customers can reach Morse at nathanielm@fine-americas.com or (315) 532-5688.

About Fine Americas, Inc.

Fine Americas focuses on the development and marketing of plant growth regulators (PGRs) for agricultural and ornamental crops. The company is continually striving for improved PGR technology that answers the demands of today’s quality-conscious growers. Fine is certified to ISO 9001:2008. For more information visit www.fine-americas.com.

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