



Groundwork BioAg Nabs Carbon Pro for North American Mycorrhizal Inoculant Sales

Sustainable Ag Industry Expert Thad England Named U.S. Strategic Account Leader

Mazor, Israel, September 13, 2023 – Thad England has joined [Groundwork BioAg](#)'s North American sales team as United States Strategic Account Lead.

Formerly the Carbon Key Account Manager at Indigo Ag, [England](#) brings extensive experience in conservation, precision and regenerative agriculture and a boots-on-the-ground approach to accelerating U.S. farmers' adoption of Groundwork BioAg's Rootella® mycorrhizal inoculants. Formulated for large-scale, broadacre agriculture, Rootella improves soil health, increases crop yields and helps farmers sequester carbon, even under tillage practices.

"Thad's extensive background working in carbon and precision agriculture will help us introduce new ways for farmers to balance profits and sustainability demands," said Andrew Duff, General Manager - North America, Groundwork BioAg. "I look forward to working with Thad and our channel partners to ensure more farmers have access to mycorrhizal fungi and new revenue streams from carbon credit programs."

At Groundwork BioAg, England will be responsible for building, maintaining and advancing farmer relationships, and help facilitate North American distribution partnerships. Based in Iowa, he will be an integral part of the team expanding Rootella as a cost-effective solution to improve productivity and sequester carbon in commercial-scale farming systems.

At Indigo Ag, England was responsible for helping his channel partner network create additional revenue for their customers using sustainable methods. Prior to that, he worked in various roles in regional sales and consulting as a crop, seed and precision specialist, including several years at Nutrien Ag Solutions. England graduated from Iowa State University with a degree in agronomy and business management.

"Based on my experience working with farmers and specifically with carbon programs, I believe Rootella will be a game changer for all parties involved," England said. "Rootella fits within all sustainability programs and offers growers more options without having to make complex practice changes. As part of the Groundwork BioAg team, I am excited to make a difference."

About Groundwork BioAg

[Groundwork BioAg](#), a global bioagriculture company, leverages the natural power of mycorrhizal fungi to improve the productivity, sustainability and profitability of commercial agriculture and expand regenerative agriculture practices. Groundwork BioAg is the first to use innovative techniques to solve challenges inherent in high-volume mycorrhizal inoculant production. We will not rest until every hectare of arable land is protected by mycorrhizae and every farmer benefits from higher crop yields while preserving our soils. For more information, visit <https://www.groundworkbioag.com/>