



## **Groundwork BioAg Adds to North American Mycorrhizal Inoculant Sales Team**

*Clayton Lang to support carbon program enrollment of Rootella Carbon*

Mazor, Israel, January 17<sup>th</sup> 2024 – Clayton Lang, territory manager, has joined [Groundwork BioAg's](#) North American sales team, focusing on grower support and carbon program enrollment.

Formerly an Account Manager at Indigo Ag, [Lang](#) brings experience in creating grower and industry partner relationships throughout the Midwest. His knowledge of carbon, precision and regenerative agriculture will be a great asset in supporting U.S. farmers' adoption of Groundwork BioAg's Rootella<sup>®</sup> mycorrhizal inoculants.

Formulated for large-scale, broadacre agriculture, Rootella improves soil health, increases crop yields and helps farmers sequester carbon, even under tillage practices.

"Clayton's experience with carbon programs will be catalyst for helping farmers find new ways to balance sustainability demands and profit margins," said Andrew Duff, General Manager - North America, Groundwork BioAg. "As we look to increase farmers' access to mycorrhizal fungi, it's incredibly important that we have experienced leaders, like Clayton, who can help farmers realize the full benefits of this product and capture the additional revenue streams as part of our carbon credit programs."

At Groundwork BioAg, Lang will be responsible for growing farmer and partner relationships throughout the Midwest. Based in Missouri, he will be an integral part of the team expanding Rootella as a cost-effective solution to improve productivity and sequester carbon in commercial farm systems.

"I'm excited to share Rootella and carbon solutions with farmers," Lang says. "Sustainability has long been a buzz word for agriculture – it's time to put it into action. Regenerative agriculture is a bright way forward for agriculture."

Prior to Indigo Ag, Lang worked with several agricultural and technology companies in sales and technical services. Lang graduated from the University of Central Missouri in 2019 with a degree in agriculture business management.

### **About Groundwork BioAg**

[Groundwork BioAg](#), a leading bioagriculture company, produces cost-effective mycorrhizal inoculants at scale to tackle food insecurity and climate change. Groundwork BioAg's Nature-Based Carbon Dioxide Removal solution leverages mycorrhizae as carbon's main pathway into the soil and is supercharging permanent carbon sequestration on millions of hectares of commercial and regenerative farms globally. We envision the world's cropland regenerating with mycorrhizae and every farmer benefiting from higher yields, healthier soils, fertilizer reduction, and verifiable, premium carbon credit revenue – without altering cultivation practices. Nature's most potent carbon removal solution is now in every farmer's hands. For more information, visit <https://www.groundworkbioag.com/>