



## **Groundwork BioAg Expands Canadian Presence with Strategic Hire to Boost Sustainable Agriculture Solutions**

*Mycorrhizal inoculant leader appoints Dana Schofield as Canadian Strategic Accounts Lead  
to accelerate adoption of Rootella® product line*

Mazor, Israel, Sept 12, 2024—Groundwork BioAg, a leader in mycorrhizal inoculants, has appointed Dana Schofield as Canadian Strategic Accounts Lead to spearhead its expansion in the Canadian agriculture market. This strategic move aims to accelerate the adoption of the company's highly concentrated Rootella® line of mycorrhizal inoculants across Canada's vast farmlands. Formulated for large-scale, broadacre agriculture, Rootella improves soil health, increases crop yields and helps farmers permanently sequester carbon, even under tillage practices.

Canada accounted for 28.8% of the North American biological market share in 2022 despite generating roughly 11% of the North American gross agricultural production value. This positions Canada as a stronghold of the North American agricultural biologicals marketplace.

"Dana's industry relationships and understanding of Canadian agricultural dynamics make him the ideal leader for our expansion in Canada," said Andrew Duff, General Manager – North America, Groundwork BioAg. "His expertise will be instrumental in introducing Rootella to more Canadian farmers, offering them a cutting-edge, cost-effective solution for sustainable crop production. Together with our channel partners, we're excited to introduce the benefits of mycorrhizal fungi to more Canadian farmers."

Based in Ontario, Schofield brings more than 15 years of experience in sales and business development, having most recently held key positions at Sound Agriculture, Corteva Agriscience, and Granular. Notably, he was the first Canadian hire at Granular, where he played a pivotal role in establishing strategic relationships across the country.

"Canadian farmers are eager to cement their status as a global breadbasket of sustainably produced crops," Schofield said. "As more local farmers move to regenerative practices, I believe Rootella will be a key component to their growing practices, from spring planting to fall fertilizer applications."

This expansion builds on Groundwork BioAg's established presence in Canada, following its product registration in 2019 and securing distribution partners in 2020.

### **About Groundwork BioAg**

[Groundwork BioAg](https://www.groundworkbioag.com/), 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/>