

## **Groundwork BioAg Expands in Brazil with Appointment of Roberto Gajardoni as Country Manager**

**Mazor, Israel** — Groundwork BioAg, the world's largest producer of mycorrhizal inoculants, announced the appointment of Roberto Gajardoni as Brazil Country Manager, marking a key milestone in the company's strategic expansion in the Brazilian market.

In this newly created role, Gajardoni will lead Groundwork BioAg's strategy and commercial development efforts in Brazil, strengthening key relationships, expanding market presence and accelerating sales of Rootella® products.

He will collaborate closely with Novatero BioAg, the Brazilian distributor of Groundwork BioAg's flagship mycorrhizal inoculant for agricultural crops. NovaTero BioAg is committed to providing farmers with solutions that improve soil health, boost crop performance, and enhance results per hectare. Formulated for large-scale commercial agriculture, Rootella mycorrhizal inoculants help farmers optimize fertilizer efficiency, increase crop yields, and sequester carbon durably in the soil.

The Brazilian biologicals market is poised for continued strong growth, driven by the need for higher yields on limited hectares, solutions for ongoing drought pressures, and strategies to reduce fertilizer overuse. These combined challenges affect production across the country's approximately 85 million hectares of cropland.

Gajardoni brings extensive agribusiness experience spanning crop protection, seeds, and biological and nutritional specialties. He has held strategic leadership roles across business development, marketing, and commercial operations at Syngenta, Bayer (Monsanto), and most recently at Limagrain and Microxisto.

"I'm excited to join Groundwork BioAg at a time of strong momentum in Brazil," said Gajardoni. "I look forward to working closely with Novatero to expand customer adoption and accelerate sales across the region."

"Brazil is one of the most important agricultural markets in the world, and our growth there has reached a point where additional dedicated local leadership is essential," said Hanan Dor, Chief Commercial Officer. "Roberto's experience and deep understanding of Brazilian agriculture make him the right leader to guide our next phase of expansion, increase awareness, and bring Rootella to more growers across the country."

With this appointment, Groundwork BioAg reinforces its commitment to Brazil as a key growth market and to providing Brazilian farmers with biological solutions that enhance yields, improve fertilizer efficiency, and build resilient, carbon-rich soils.

### **About Groundwork BioAg:**

Groundwork BioAg, a global bioagriculture company, produces highly concentrated, cost-effective mycorrhizal inoculants that address the dual challenges of food security and climate change. Grounded in decades of R&D, we were the first to crack the code on the scalable production of mycorrhizal inoculants for both agriculture and durable carbon dioxide removal

(CDR). Our Rootella product line is already at work on millions of hectares worldwide, enhancing crop yields, improving soil fertility and accelerating permanent carbon sequestration. Groundwork BioAg envisions cropland restored to its role as a net carbon retainer, enabling farmers to increase yields, optimize fertilizer use, and earn premium carbon credit revenue. For more information, visit [www.groundworkbioag.com](http://www.groundworkbioag.com).