**FOR IMMEDIATE RELEASE**

**Biome Makers Announces New Hire John Appel as Head of Commercial NA**

(Davis, California - November 17th, 2022) Biome Makers, global agtech leader in soil health analysis, announces new hire, John Appel, as Head of Commercial North America. John will lead business development efforts and accelerate Biome Makers' business growth strategy.

"Biome Makers is seeing a surge in demand for BeCrop® technology as more farmers, consultants, ag input manufacturers, and retailers seek out cost-effective and data-driven solutions for soil health, crop growth, and product development," says Adrian Ferrero, CEO, and co-founder of Biome Makers. "John will support scaling and supporting new partnerships, and his expertise will help us respond to the increasing demand, allowing businesses to utilize BeCrop® and thrive in the agri-food system."

Prior to joining Biome Makers, John's international career has spanned multiple growth-focused roles in the chemical and agriculture industries, including most recently as President and Board Member of BPS Agriculture, a sustainable chemistry company focused on fertilizer and pesticide use efficiency.

John previously held leadership positions at Exacto and Syngenta, where he helped shape their respective strategic agendas and consistently delivered double-digit revenue and profitability growth. While at Syngenta, John participated in the company’s selective international leadership program, encompassing innovation strategy, sales management, and marketing in various locations in Europe, Africa, and the US. John’s prior experience also includes cross-functional roles at chemical companies such as Ashland and Avantor.

John is a Venture Partner at Vidavo Ventures and a Member of the Board of Advisors at agtech startup, Mariposa Technology. In addition, John is an active volunteer and serves on the Board of the Directors for United Planet and the Advisory Board for MicroLoan Foundation. He holds a BA in Chemistry and MBA from Lehigh University.

“Soil intelligence is the next frontier of agtech and a critical enabler of the success of both precision agriculture and biological inputs, which are critical to farmer profits and a sustainable future,” says John Appel, Head of Commercial at Biome Makers. “I’m excited to work with our partners and the Biome Makers team as we scale up and unlock the full potential of BeCrop technology.”

Contact Sarah Basiri

Biome Makers Inc.

[sarah.basiri@biomemakers.com](mailto:sarah.basiri@biomemakers.com)

**About Biome Makers:**

Founded in California’s Silicon Valley in 2015, Biome Makers is one of the foremost global AgTech leaders, setting the standard in soil health with BeCrop® technology. Built on industry-leading AgTech expertise and driven by data and science, Biome Makers connectsoil biology to agricultural decision-making to optimize farming practices and reverse the degradation of arable soils. With labs across the globe, customers on 4 continents, and 1M+ acres of land impacted, Biome Makers revitalizes soil functionality and agricultural sustainability worldwide.

##########