

## Deanna Smith, the newest member to join Elemental Enzymes

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Deanna Smith joins the Elemental Enzymes team as a global product manager for Sosdia Stress and Sosdia Stress Plus to be sold in the Crop Protection market through a partnership with Corteva.

Sosdia Stress which is for row crops and Sosdia Stress Plus for horticultural crops, have a soft launch in the US in 2022 and full launch in 2023.

“These abiotic stress mitigation technologies are part of the Waterflux range of technologies, with a strong ability to reduce plant weaknesses that occur with drought and other environmental stresses. Outside the US, we are working on trialing and launches of the Sosdia products in roughly 30 different countries. I will help coordinate and manage all the moving pieces that go into commercial launch of a new product including trial coordination, data reviews, technical transfer information, regulatory priorities and teamwork efforts with Corteva.”

Deanna grew up in central Missouri and received a Bachelor of Science in plant genetics, Master of Science in agriculture education and a PhD in Plant Science, all from the University of Missouri. After 10 years in academics earning her degrees, she worked for the government in Department of Natural Resources for two years before moving into the private Crop Protection industry. In 2015, she joined MFA Inc., a regional farm input cooperative as a Wholesale Crop Protection Specialist managing seed treatments, biologicals, fungicides, adjuvants, nutritionals and the Syngenta portfolio.

“After 6 years of working with and learning crop protection products, procurement and sales support in the supply chain, I was interested in gaining more knowledge about going global and experiencing the effort required to bring a product to market. It has been eye opening the amount of planning and coordination it takes to move a product from research into commercialization.”

“What most interested me in Elemental Enzymes was the small company size, the focus on products, and the people! It is nice to work with a close-knit company with 50ish people who are dedicated to success of the company and creating innovative products for producers around the globe.

The EE team is dedicated to enhancing natural solutions to environmental and pathogen weaknesses for a multitude of crops. EE’s biostimulants are working to fill market holes in management portfolios such as abiotic stress mitigators and biopesticides that are providing solutions to specific problems with strong return on investment.”



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