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## **Becker Underwood hires to support growing horticulture and specialty portfolio**

**New district manager will support market-leading products  
and help launch new biological**

**Saskatoon, SK – September 13, 2011** – Becker Underwood continues to add staff to its operations in Canada, this time reinforcing its market leadership in horticulture and specialty crops.

Bruce Irons has joined Becker Underwood as the new horticulture and specialty products district manager for Canada. He will support the growing portfolio of biological and nematode products sold in the greenhouse and nursery markets. He'll also support specialty markets such as the professional lawncare and golf industries.

One of the key products Irons will work with is Nemasys<sup>®</sup> G, a nematode product from Becker Underwood. It is the best natural control of European chafer beetle, oriental beetle and Japanese beetle and has gained significant market share in the professional lawncare market.

Irons will also be part of the team to introduce a new biological control product for fusarium, rhizoctonia and pythium in soil mixtures, called Tackle<sup>™</sup>. Registration for this product was recently received. He will also support other parts of the specialty market portfolio including colorants and other turf products.

“The horticulture and specialty markets are becoming an important piece of our Canadian business,” says Ben Libby, director of sales for Becker Underwood. “It’s important to have the right person in this position supporting customers and driving the business forward.”

Before joining Becker Underwood, Irons was with Syngenta. He is originally from South Africa where he earned a bachelor’s degree in Agricultural Management from the University of Natal, Pietermaritzburg, South Africa. He has held his Certified Crop Advisor’s designation since he arrived in Canada in 2000.



Becker Underwood, Inc., founded in 1982, is an international developer of bio-agronomic and specialty products. In addition to being the leading manufacturer of seed coatings and colorants, the company is also the leading global producer of inoculants, beneficial nematodes, and a wide range of agricultural and horticultural products. To learn more about its products, visit the company's web site at [www.BeckerUnderwood.ca](http://www.BeckerUnderwood.ca).

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