

Acadian Plant Health™ Builds Direct Sales Presence in California

Expanded commercial and technical team strengthens customer support as Acadian Plant Health directly markets and sells Acadian® and Acadian Organic®

[Dartmouth, NS, Canada – Sept. 3, 2026] – Acadian Plant Health is strengthening its commitment to California agriculture with an expanded direct market presence and the appointment of Michael Lombardi and Eric (Rick) Ebbinghausen as Territory Sales Representatives in California.

Effective September 1, 2026, Acadian will market and distribute Acadian® and Acadian Organic® directly across California and the United States, building a dedicated local sales team to provide retailers, pest control advisers (PCAs), crop consultants, and growers direct access to Acadian's products, technical expertise, and on-the-ground support.

Acadian's *Ascophyllum nodosum*-based solutions are built for the challenges California growers are facing, including intensifying drought, heat stress, and water restrictions that put constant pressure on crop productivity and quality. Backed by decades of proven results in California crops and 45 years of seaweed science, Acadian is investing in the local presence and technical depth growers deserve.

Lombardi and Ebbinghausen will lead direct customer engagement across California, providing local commercial support and connecting customers with Acadian's technical expertise and crop solutions. They will work closely with Alessandro Mariani, Vice President, Commercial North America; Richard Rasmussen, Western Business Manager; Ted Walter, Marketing Manager, North America; and Andres Gauge, Regional Technical Advisor.

"California is a strategic market for Acadian, and expanding our direct presence reflects our long-term commitment to the customers and growers we serve," said Alessandro Mariani, Vice President, Commercial North America. "We are investing in people, technical expertise and local support to build stronger relationships and provide customers with direct access to Acadian and our solutions."

The expanded team will provide customers with greater access to local commercial and technical support, while increasing Acadian's focus on product education, field demonstrations, trials, new product launches, and market development.

About Acadian Plant Health

Acadian Plant Health™ is a division of Acadian Seaplants Plants Limited. Acadian Plant Health advances climate-smart technology to help strengthen global food security. As agriculture faces increasingly complex and unpredictable conditions, we combine decades of scientific expertise with naturally derived solutions to help crops perform more consistently, support resilient food production and contribute to a sustainable agricultural future. Through collaboration with industry partners, we help integrate biological innovation into modern crop production systems to support better outcomes across the agricultural value chain. To learn more, please visit: www.acadianplanthealth.com/en-na/

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