

# GROWERTALKS

## GT in Brief

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### Florikan Sells Its Fertilizer Technology to J.R. Simplot

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Florikan, a specialist in polymer-coated fertilizer technologies for the horticulture industry, has sold its patented Florikote technology to the J. R. Simplot Company, a leading global supplier of crop nutrient and specialty fertilizer products.

As the only manufacturer of controlled-release fertilizer in Florida, Florikan will continue to operate as an independent business. The two companies will jointly promote and distribute this new controlled-release fertilizer in the worldwide ornamental, specialty agriculture and turf markets.

The Florikote controlled-release fertilizer technology is a recently developed and patented polymer-coated fertilizer invented by Florikan with assistance from the NASA-funded Space Alliance Technology Outreach Program. Florikote utilizes next-generation polymers and manufacturing processes that enable the encapsulation of unique fertilizer materials that previously have not been commercially available. Florikan brought the Florikote technology to market in 2008 and has experienced more than 50% year-over-year growth in its production volume.

Florikan is headquartered in Sarasota, Florida, and has been in operation since 1981. It remains a wholly owned and independent family business that will continue to manufacture Florikote under a licensing arrangement and serve its core horticultural markets in the eastern U.S. and all markets in Florida. Simplot will market the technology to customers in the western U.S. and internationally. Together, the companies will make Florikote available and economical to all markets coast-to-coast and worldwide. **GT**