

GROWERTALKS

GT in Brief

12/1/2023

Profile Expands Nutricote Distribution Across All 50 States

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Profile Products has been awarded national distribution rights for Nutricote controlled-release fertilizer (CRF) in all 50 U.S. states. Nutricote is Profile's flagship nutritional product line and was available through Profile in 10 southern states and select eastern markets. Profile recently reached an agreement with product manufacturer JCAM AGRICULTURE CO., Ltd. to market and sell the full line of Nutricote CRFs across the entire United States.

"This national distribution opportunity is groundbreaking for Profile, allowing us to greatly expand our customer base and provide best in class products to each and every state," said Brian Patterson, vice president of nutritional solutions at Profile.

Nutricote CRF has a predictable release curve proven to consistently deliver essential nutrients to crops during their entire growth cycle. The product line became part of Profile Horticulture's offerings late in 2021 with the acquisition of Florikan, a manufacturer and distributor of controlled-release fertilizer to high-value ornamental horticulture, agriculture, golf, turf and professional landscape markets. Through this market expansion, all U.S.-based customers now have access to this world-class CRF product line.

"When we acquired Florikan, we saw great potential to expand our presence in the horticulture industry and to provide more opportunities and better efficiencies for our partners," said Wes Martin, vice president of horticulture at Profile. "This territory growth rewards Profile's success in marketing Nutricote in the southeast U.S. for the last 40 years and is the next step in our evolution to be the go-to experts for horticulture distributors, ornamental growers and soil blending partners across the nation."

To learn more about Nutricote and the expansion, visit ProfileHorticulture.com or Florikan.com. **GT**