

# **Meristem and Axis Nutribolt are ahead of the curve...**



*Put Plants on the Fast Track to Higher Yields for Peak Performance*



## **WHY MERISTEM?**

*I am a seed guy and always will be...*

*The bottom line is...Meristem makes my seed perform better.*

For years I have been asked my opinion about other products that I didn't sell. Originally it was always about soybeans. Later it was about fungicides. Lately it's been about Y drops or Downforce. The nice thing about working with Axis is that we work with a lot of farmers like yourself that all do things a little differently. When we can we offer our unbiased opinion of what others experiences have been with a variety of products.

Several months ago I met an individual who had recently gone out on his own and started his own company. Our outlook on the marketplace was strikingly similar. We both felt the rapid consolidation in the industry, particularly at the retail level, was detrimental to the farmer. We both felt that working directly with farmers was where we had the most impact.

Mitch Eviston started Meristem in 2017. He utilized his experience from his previous career where he was the head of WinField solutions and Croplan Genetics, to create a portfolio of products that are second to none in the marketplace. "Now, more than ever, it is critical that farmers control cost while at the same time improving plant and soil health. Our purpose is to identify and develop products that enable peak performance across all crop inputs." Says Eviston.

Meristem Crop Performance was founded by a team of talented agriculturalists with extraordinary backgrounds in agronomy, marketing and global agribusiness. The Meristem team's network of relationships around the world allows them to offer high quality products at prices that make sense.

I am proud to announce, that after many conversations and careful consideration, Axis Ohio will be the sole strategic partner distributing Meristem for the state of Ohio. Whether it's the micro nutrient foliar product, the nitrogen stabilizing product or the unique blended seed treatment; I'm confident in these products and encourage you to consider them on your farm.

I didn't take this decision lightly. I am a seed guy and always will be. I recognized my reputation is on the line by introducing another product line. It will not be a fit for everyone, but it still deserves a conversation and at the very least a trial use. The bottom line is Meristem makes my seed perform better.

This spring I was able to get many trial use amounts of Homestretch Ultra on a lot of acres. Despite the spring challenges I should have solid verifiable data from Ohio on this particular product. It will be a perfect compliment to Axis Nutribolt.

I know in times like this it's easy to simply do the same thing you have done before and focus on trimming expenses. I think most of you have things squeezed as tight as possible. I think your time is better spent looking at things differently. How can we do more with less? I think our fertility program has some room for improvement. Unfortunately, I fear our government thinks this as well. Before you are mandated with fertilizer restrictions I'd like to focus more on the 4R's. Right Rate, Right Source, Right Placement ,and Right Timing. I think Meristem and Axis Nutribolt are ahead of the curve when it comes to the future. *Let's talk more.*

Questions? Contact **Nathan Louiso** at 614-348-6314  
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***Mitch Eviston, founder of Meristem Crop Performance***

*He brings over 28 years of unique expertise and insight into the seed and agricultural chemical industry. Mitch Eviston has deep rural roots as he grew up on a farm in Indiana, of which he is still active. Eviston graduated from Purdue University with a degree in Agricultural Economics. He began his career in 1991 as a sales representative for Ciba-Geigy's seed division. In 1997, Mitch went to work for Mycogen where he was responsible for Mycogen's business west of the Mississippi River. He then transferred to the agricultural chemical division of Dow Agrosciences and held several marketing leadership positions. In 2005, Eviston joined Agrilience/WinField where he served as corporate officer for Land O'Lakes, Inc. and as Senior Vice President of Marketing for WinField. Under Mitch's leadership, WinField developed into a world-class adjuvant, micronutrient, seed treatment and PGR manufacturer and distributor.*



**AND**



AXIS OHIO

**ARE Coordinating Efforts  
to Maximize Your Yields...**