Brett Cranston Joins Kemin Crop Technologies Team

Cranston to support the sales growth of the crop technologies initiative

Des Moines, Iowa (April 18, 2017) – Kemin Crop Technologies, an initiative of Kemin Industries focused on providing solutions for commercial greenhouses and commercial horticulture, has named Brett Cranston to the role of sales manager, effective immediately.

Cranston will be responsible for the direct sales of Kemin products to commercial horticulture operations focusing on fruit and vegetable markets across the United States. He will establish and grow strong relationships with integrated pest management (IPM) managers, plant health specialists, pest control advisers (PCAs) and business owners to promote product knowledge and cost effective, solution-based IPM programs.

“Brett will have the opportunity to go beyond the role of a sales manager and take a lead role in the strategic planning and evolution of the crop technologies initiative in the horticulture industry,” said Riaan van Dyk, Worldwide Vice President of Marketing and Strategy for Kemin Industries. “We’re excited to bring his perspective and leadership to the team.”

Cranston joins Kemin from Extenday USA Inc. where he served as a technical field and sales support member. In this role, he worked closely with multi-national teams to make recommendations for growers in Central and Southern Washington region. He is a graduate of Iowa State University with bachelor’s degrees in Agriculture Education and Agronomy.

“I’m looking forward to working closely with our customers to provide tailored solutions to their existing programs to enhance crop performance and profitability,” said Brett Cranston, Sales Manager for Kemin Crop Technologies.

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About Kemin Industries

Kemin (https://www.kemin.com/en) has been dedicated to using applied science to improve quality of life for over half a century. As a global company touching 3.4 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family-owned and operated company, Kemin has more than 2,000 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

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