

Q&A with Clark T. Bell, CEO and Co-founder of Aqua-Yield bringing to market their New Fertilizer Delivery System that uses Ultra Purified Water to Break Down Fertilizer into Nanoparticles increasing Plant Nutrient Uptake and Crop Yields



Clark T. Bell
Chief Executive Officer and Co-founder

Aqua-Yield
www.aquayield.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Bell, according to your site, Aqua-Yield™ is the technology company that Aquamizes™ fertilizer and crop nutrition specifically suited for the agriculture industry. Where did the idea for the company originate?*

Mr. Bell: My father and I come from the Turfgrass farming world. My family has owned and operated turf grass, sod production facilities since 1979. When you look at farming there are three line items on a profit and loss statement that are very controllable costs for a farmer. The first one is labor. You know the price of labor can go up or down. You have to pay for that no matter what the demand of owning and operating an agricultural business, which requires labor, time and commitment. There are rapid

adoptions of robots and artificial intelligence that are affecting farming. However, still to this point you need boots on the ground, working and making your land better. Second to that is fuel. The cost of crude oil drastically affects your transportation costs and also it can affect your fertilizer costs. Very often, fertilizer is tied to the petroleum and oil industry. Third is your cost of your agro chemicals or the 'inputs' you need to grow the crops with which you are trying to feed the world or provide energy. That is going to be your fertilizers, your agro chemicals and anything else that you put on your farm. In 2012, we started carefully scrutinizing what we were doing there and saw many innovative things that were being done off of the North American continent with the utilization of nanoparticles with fertilizer and technology. What we saw was a clear indication that the fertilizer status quo was not good enough and there are many innovative technologies that can be utilized.

CEOCFO: *What have you developed at Aqua-Yield?*

Mr. Bell: At Aqua-Yield, we have developed a utility patent. We have two of them that are patented properties which showcase how you can "ultra purify" water. We mix ultra purified water with a fertilizer, and that fertilizer is broken down in size to nanoparticles. We literally developed a new fertilizer delivery system and the delivery system is called the Nano-Shield™. That is actually what we have developed. Originally, the company was focused on service, being a service offering and it was a technology which would allow us to go directly to a grower and offer our new delivery (the Nano-Shield) process right on their farm. Now, we have a number of products that are in a 2.5 gallon container and those 2.5 gallon containers will feed and service 80 acres worth of the farmer's crop.

CEOCFO: *Would you explain why nano is so powerful?*

Mr. Bell: Nano is relevant to size. When you are describing nano you are describing how it works inside its own size. Nano technology is not naked to the human eye and so I offer this more tangible example. Imagine on your computer screen and the typing of a simple period at the end of a sentence. If you placed the period on a size-measuring spreadsheet, it would be five microns. A nano is one thousand times smaller than that one period or five microns that you have on your