insideGROWER

INSIDER

5/1/2023

Beneficial Companies Join Forces

Jennifer White

Sourcing beneficials? Note that Beneficial Insectary just acquired 100% of the equity in its distributor Sierra Biological, Inc. The two companies already had a working relationship and it sounds like they hope the change will bring about operational synergies.

Casey Decker, managing director at Sierra Biological in Lyndonville, New York, says he'll continue to lead Sierra Biological and will operate as an independent distributor focusing on the Northeast.

Cliff Noorlander, CEO of Beneficial Insectary, said, "As part of the Biobest Group, I value the independence with which Beneficial Insectary can continue to operate and grow. I firmly intend to work in the same spirit with Sierra Biological. In addition to operational synergies, Sierra Biological brings certain in-house production and research programs.

"We look forward to the opportunity to further develop these relying on the resources and know-how of the group. Sierra's technologies include nematodes and new technologies to control cannabis pests, which we will aim to leverage as part of our offering to this important market segment."