



**PRESS ANNOUNCEMENT- ENGLISH**

**FOR IMMEDIATE RELEASE**

## **Vive Crop Protection named one of Canada's Clean Technology Winners in Deloitte's Technology Fast 50™ program**

**TORONTO, Ontario (November 8, 2023)** — Vive Crop Protection Inc. received a Clean Technology award as part of Deloitte's Technology Fast 50 program. Launched last year, the new award leadership category recognizes Canada's top clean innovators providing processes, goods, or services that reduce environmental impacts.

Vive Crop Protection's CEO Daren Anderson credits the company's focus of bringing real, sustainable Precision Chemistry™ solutions to farmers with the company's 328% percent revenue growth. Anderson said, "In farming, it is essential to apply crop protection at the right time, in the right place, and at the right rate. Vive's Allosperse® Delivery Technology targets and optimizes conventional chemical and biological active ingredients for improved product performance from the jug to the tank to the field."

"These outstanding companies are amongst the elite of Canada's clean technology sector, developing and bringing to market innovations that create a more resilient and sustainable future for the environment," stated Anders McKenzie, partner and national leader for the Technology Fast 50 program at Deloitte Canada. "With ever-increasing business opportunities to reduce our carbon footprint, make energy efficiency gains, and accelerate the deployment of renewable energy sources, these winners distinguish themselves in a highly promising and dynamic space. They represent a cohort of innovators who are contributing to the environment and helping to create a sustainable business and technology landscape in Canada."

Eligibility in the Clean Technology category requires applicants to meet the same criteria as Technology Fast 50 nominees except they must have a minimum revenue of \$50,000 in 2019 and \$5 million in 2022. The winning companies are ranked by their revenue-growth percentage over that period.

The majority of the companies' revenues must come from products or services that have a positive environmental impact in the following areas: carbon emissions reduction potential, resource circulation (reduce, reuse, and recycle), or environmental preservation and safety.

This year marks 26 years since the establishment of Deloitte's Technology Fast 50 award program in Canada.

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### **About the Deloitte Technology Fast 50™ program**

The Deloitte Technology Fast 50 program is Canada's pre-eminent technology awards program. Celebrating its 26<sup>th</sup> anniversary, the program recognizes business growth, innovation, and

entrepreneurship in four distinct categories: Technology Fast 50 ranking, Enterprise—Industry leaders, Clean Technology, and Companies-to-Watch. The program also recognizes companies within the North American Technology Fast 500 ranking, identifying thriving technology companies in the United States and Canada. The 2023 program sponsors include Deloitte, RBCx, Osler, EDC, CCI, TMX, Clarity, and Lafond. For further information, visit [www.fast50.ca](http://www.fast50.ca).

### **About Vive Crop Protection**

At Vive, we create Precision Chemistry™ that simplifies crop production and delivers real results to growers. Powered by Vive's patented Allosperse® Delivery Technology, we optimize conventional and biological crop inputs for improved product performance from the jug to the field. Learn more at [vivecrop.com](http://vivecrop.com).

### **Media Contact:**

Emily Roden  
Marketing and Communications Manager  
Vive Crop Protection  
[eroden@vivecrop.com](mailto:eroden@vivecrop.com)  
(919) 649-2398