

Suncoast Tropical Fruit and Vegetable Club

Meeting Notice

- Next Meeting:** **Wednesday September 12, 2018**
- Where:** **Nokomis Community Center**
234 Nippino Trail East, Nokomis, FL 34275
- Agenda:** **6:30pm Chat and Tasting Table**
7:00pm Introduction and Speaker Presentation
8:30pm Plant Raffle
- Speaker:** **Ed Rosenthal, Founder and Chairman of the Board of Florikan ESA**
- Topic:** **Veggies in Space**

Over three decades ago, Ed Rosenthal was working out of his garage in Sarasota to develop a new fertilizer he believed would revolutionize Florida agriculture. He never imagined he would change the world.

Ed is the founder of Sarasota based Florikan, a company that manufactures fertilizers sold nationwide and exported worldwide. The National Aeronautics and Space Administration (NASA) selected Florikan's Nutricote controlled-release fertilizer for a vegetable plant growth system installed in the International Space Station. NASA was looking for a sustainable food source for its space travelers. Florikan provided the perfect fit.

The Florikan technology could exactly control the timing of the nutrients being released to plants regardless of external conditions like cold, heat or even gravity. For this reason, NASA chose a variation of Florikan's Nutricote fertilizer to be used in experiments on the Space Station.

Florikan has earned the National Society of Professional Engineers' National New Product of the Year Award for the United States and has collaborated with NASA's Space Alliance Technology Outreach Program. Florikan has received 13 major awards for ethical business practices, product innovation, job creation and environmental leadership including the 2005 and 2008 Environmental Protection Agency Gulf Guardian Award.

