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JANERETTE'S ECO-FRIENDLY FUNGI CATALYZING THE SECOND GREEN REVOLUTION

he strange allure of fungi has always captured people's imaginations, appearing in literature, folklore, and fairytales for millennia. Once considered a symbol of immortality, the world is now looking at fungi to protect the planet.

World-renowned botanist and environmental expert Dr. Carol A. Janerette became interested in mycorrhizae in the 1980s when she was doing research on bringing plant life back to areas ravaged by strip mining. Her research led to the invention of an inoculum from ectomycorrhizal fungi that guarantees crop yield, reclaims unresponsive soils, produces crops in drought conditions, and reduces pathogens and diseases in addition to minimizing or even eradicating fertilizer

Realizing the commercial viability of the beneficial fungi, former basketball player turned plant scientist, Dozie Mbonu spearheads his aunt's fascinating results in the research lab to the global

marketplace. Today, Janerette's Eco-Friendly Fungi is on a mission to research, develop, manufacture, and distribute bio-stimulants using mycorrhizal technology for sustainable agriculture, forestry, and environmental needs.

"Billions are spent on fertilizers. Our patented mycorrhizal inoculants can cut down food production costs and eradicate forecasted global food shortages without creating new environmental hazards," says Mbonu, co-founder and CEO of Janerette's Eco-Friendly Fungi. They have an extended shelf life of over ten years and are currently targeting organic materials review institution (OMRI) and ISO certifications.

From farmers looking to increase their crop production to construction businesses and other entities wanting to implement carbon neutrality, all can partner with Janerette's Eco-Friendly Fungi to reach their business goals. What's unique about it is the use of ectomycorrhiza, which proliferates in the organic layer of the soil and hydrolyzes organic phosphorus for the root, increasing the phosphate content for absorption. These inoculants enhance water



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and nutrients absorption, root health and longevity, tolerance to extreme soil temperatures and pH, toxic heavy metals, and transplant shock. Ectomycorrhizae species can be grown with less water or on sand, making them suitable for beach fronts and shorelines as well.

Recently, they participated with the **Environmental Protection Agency over** an invitation by a Pennsylvania hemp organization. The client was looking for a phytoremediation strategy for an abandoned anthracite coal mine in Washington Township, Pennsylvania. As part of the trial run, the company was given 0.1 acres to test the growth of the hemp plants. Even in the degraded land, Janerette's Eco-Friendly Fungi was able to achieve robust, industrial hemp plants without extra lighting or irrigation by using their beneficial fungi.

Apart from scripting similar success stories, the team's mission and vision goes beyond creating innovative ecofriendly products. The company fosters an organizational concept called "leave

no footprint," where each employee lives a lifestyle conducive to making a difference, embracing reuse, reduce, and recycle at every turn possible, not just at

Janerette's Eco-Friendly Fungi also applies this sustainable viewpoint to their immediate roadmap. The company is poised to catalyze the second green revolution in the coming months by turning barren lands into lush green farmlands and solving the shortage of food. Besides, it is entering the extended legal cannabis market as well to impact both medicinal and industrial hemp cultivation. Through these initiatives, the company is looking forward to bringing their products to the B2B and B2C market while continuously developing the R&D around viable waste management, bioremediation, biocontrol solutions, as well as expediting crop yield. Currently, the company is working on over 150 unique strains of ectomycorrhizal fungi to unlock benefits that can bring new possibilities of sustainability to light. LS