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BUSINESS NEWS UPDATES

From the Boston Globe Business Team

Converted Organics teams up with distributor

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Converted Organics Inc., a Boston company that recycles food waste into fertilizer, **said** today that it is teaming up with a distributor to get its products to the professional turf market in the western United States.

The company said it has entered into a "strategic relationship" with Simplot Partners of Idaho, a major distributor of proprietary fertilizers and turf maintenance products to the golf marketplace.



"The professional turf market represents an enormous opportunity for Converted Organics, and the network of golf courses serviced by Simplot Partners is extensive," Converted Organics president Edward J. Gildea said in a statement. "Our relationship with Simplot Partners provides Converted Organics with the opportunity to sell our line of organic turf fertilizer and soil amendment products to a large customer base of approximately 2,500 golf courses through a well-established distributor known for providing high-quality products."

(By Chris Reidy, Globe staff)

