



For Immediate Release

DATE: June 28, 2010

CONTACT: Westbridge Agricultural Products
1260 Avenida Chelsea
Vista, CA 92081
(800) 876-2767



Westbridge Welcomes New Hire Paul Crout as New Regional Product Representative

Vista, California. Westbridge Agricultural Products, a California manufacturer of TRIGGRR[®], BioLink[®] and SUNBurst[®] fertilizers, biological pesticides and adjuvants, is excited to introduce the newest addition to their product representative team: Paul Crout, of Paso Robles will join the company, acting as regional product representative for the California Central Coast.

Paul is the fourth generation of his family to live and grow up in the Central Coast. “My family was one of the first wineries in Paso Robles – the York Mountain Winery,” says Paul. “We’ve been farming in the Central Coast for several generations.” As the fourth generation of his family to also graduate from Cal Poly San Luis Obispo, Paul says he returned to his roots when he attended Cal Poly, and that is when he especially became interested in agriculture.

For the past 10 years, Paul has served as a Pest Control Adviser, and has also been a Crop Control Adviser for more than two years. “We are very excited to have Paul join us, and such a background will be extremely valuable for Paul and Westbridge in working with growers focused on sustainable and organic growing practices,” says Westbridge president, Tina Koenemann.

Paul explains, “As new technology and new products come about, it’s getting easier and economically viable for farmers to keep growing sustainably. That’s what drew me to Westbridge -- the TRIGGRR[®] and BioLink[®] product lines. I see an awesome future for Westbridge products and sustainable farming. The products don’t have to be solely for organic farmers, but for conventional growers as well, and help them to build the soil.”

On the days when Paul takes a break from being out in the field, he spends it with his wife and their two children. He also enjoys camping, backpacking, climbing, and competing in triathlons.

For more information about Westbridge Agricultural Products, call (800) 876-2767, or visit the Westbridge website at www.westbridge.com.

###