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FOR IMMEDIATE RELEASE

NEWLY APPOINTED EXECUTIVE DIRECTOR TO OVERSEE INDUSTRY-FUNDED RESEARCH PROGRAMS AND PROJECTS AT THE CENTER FOR APPLIED HORTICULTURE RESEARCH (CfAHR).

Vista, CA - The Center for Applied Horticulture Research (CfAHR) is pleased to announce Dustin Meador, PhD as our new Executive Director. Located in Vista, CA the CfAHR organization is a non-profit research and teaching center that is dedicated to the advancement of a sustainable horticulture industry. We facilitate communication between academia, industry-trade and maintain private collaborations with proprietary programs. With applied technical research abilities and scientific knowledge, we are confident that Dr. Meador will promote the mission of CfAHR.

Motivation and ethical integrity are qualities that were reinforced by Dr. Paul Fisher during Dustin's graduate program in the Horticulture Science Department at the University of Florida. Dustin's PhD dissertation, entitled "Monitoring Irrigation Water Quality in Horticulture," utilized a multi-disciplinary problem solving approach to improve the efficacy of water treatment systems and irrigation management.

With many scientific journal, industry trade and book publications, as well as practical application of tools to improve crop quality and production, Dustin's passion and dedication to the horticulture community is evident.

Please take the opportunity to welcome Dr. Dustin Meador to The Center for Applied Horticulture Research. Dustin can be reached at dmeador@cfahr.org.