

OrCal Inc. Appoints New President/CEO and Reveals Comprehensive Growth Strategy for 2023

JUNCTION CITY, OR, USA, June 8, 2023 /EINPresswire.com/ -- OrCal Inc., a renowned provider of innovative agricultural products and services, is excited to announce the appointment of their new President and Chief Executive Officer. The company's shareholders have unanimously chosen a candidate with a proven track record of success, who will steer OrCal Inc. into a new era of growth and expansion.

A Fresh Era of Leadership and Expansion

The newly appointed President/CEO has detailed several vital strategic initiatives for 2023, emphasizing communication, leadership, and the continued development of proprietary products and brands. They will also collaborate closely with the Board of Directors to implement and execute decisions propelling OrCal Inc.'s growth, both internally and externally.

Key initiatives for 2023 include:

- *Strengthening communication and leadership among employees to ensure alignment with the company's goals and objectives.

- *Expanding the company's presence in existing markets and exploring new opportunities in the



OrCal Inc.

Southwest, Midwest, and Southeast regions.

- *Developing a strong leadership team with an emphasis on trust, open communication, and collaboration.

- *Streamlining processes and standard operating procedures (SOPs) for optimal efficiency and effectiveness.

- *Evaluating potential expansion opportunities with strategic partners like Nichino.

- *Launching a new marketing line in collaboration with Scotts Ortho.

- *Managing expenses to support the company's growth and expansion.

Building on Recent Achievements

OrCal Inc. has already experienced numerous successes in 2022 and the first quarter of 2023, including significant improvements in product registration, production processes, and marketing campaigns. These achievements have laid a robust foundation for the company's ambitious growth strategy in 2023.

The company's new President/CEO expressed enthusiasm for the future, stating, "One of the things I'm most excited about is how well we are working together and how much each person cares about the success of OrCal and continuing to improve every day! Our commitment is to get better every day, do the right thing for the shareholders and OrCal, and continue to support and strengthen our future."

Investing in Research and Development

As part of its growth strategy, OrCal Inc. is committed to investing in research and development to drive product innovation and enhance its competitive edge. This includes collaborating with universities and third-party institutions on trials and testing, as well as hiring top talent to support the company's R&D initiatives. By staying at the forefront of industry trends and technological advancements, OrCal aims to offer cutting-edge solutions that help farmers improve their crop yield and overall productivity.

Strengthening Customer Relationships and Expanding Services

OrCal Inc. recognizes the importance of maintaining strong customer relationships and has implemented a Customer Relationship Management (CRM) system for its sales team. This system enables the company to track customer interactions, ensuring that they have the necessary information and support to make informed decisions. By leveraging the CRM system, OrCal is better equipped to provide personalized service, anticipate customer needs, and identify potential growth opportunities.

The company is also focused on expanding its range of services, such as adding public warehouses in strategic locations like Georgia. This expansion will enable OrCal to better serve its growing customer base while ensuring timely delivery of its products.

Enhancing Safety and Sustainability

OrCal Inc. is committed to promoting safety and sustainability across all aspects of its operations. The company has recently updated its safety program and procedures, with plans for further expansion throughout 2023. This demonstrates OrCal's dedication to creating a secure working environment for its employees while minimizing the potential risks associated with its products and processes.

In addition to its focus on safety, OrCal is also committed to implementing sustainable practices and initiatives that reduce its environmental footprint. The company is currently working on obtaining DEQ air and water permits, highlighting its dedication to environmental compliance and responsible resource management.

Recruitment and Talent Development

Recognizing the value of a skilled workforce, OrCal Inc. has been actively recruiting top talent to support its growth and expansion plans. The company has recently hired professionals in various roles, including market development, sales management, and research and development. These new hires are expected to contribute significantly to the company's ongoing success by driving innovation, expanding market reach, and enhancing customer satisfaction.

OrCal is also committed to talent development, providing its employees with opportunities for growth and advancement within the organization. This approach not only helps to ensure that the company retains its best talent but also fosters a culture of continuous improvement and high performance.

Streamlining Operations and Leveraging Technology

To support its ambitious growth strategy, OrCal Inc. has been focusing on streamlining its operations and leveraging technology to improve efficiency. The company has made upgrades to its production processes, such as calcium production and slug and snail coating, to optimize resource utilization and reduce waste.

In addition, OrCal has implemented the Agvance accounting system to better manage its financial transactions and reporting. By embracing digital tools and systems, the company is able to make data-driven decisions and allocate resources more effectively.

About OrCal Inc.

OrCal Inc. is a leading provider of cutting-edge agricultural products and services designed to help farmers improve their crop yield and overall productivity. With a dedicated team of experienced professionals, OrCal Inc. remains committed to innovation, growth, and exceptional

customer service. For more information, please visit www.orcalinc.com.

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