

Urbandale Business Connection

December 2020

IN THE KNOW

- 1. Merle Hay Mall and the Des Moines Buccaneers hockey team announced plans to build a new arena in the former Younkers Department Store.** The development will be the new home of the Buccaneers hockey team and will also include three additional sheets of ice with bleacher seating to host additional games, practices, and tournaments. In addition, a 150-room hotel is planned for the complex. Pictured is a conceptual rendering provided by ICON Architectural Group.
- 2. Since the City of Urbandale launched the Urban Loop development area in late 2017, many businesses have located, relocated, or expanded in the Urban Loop.** See who's moving in next at: Urbandale.org/UrbanLoop



Emerson Reis & Renato Firmento

SPRAYTEC'S US ROOTS GROW DEEP IN URBANDALE

While the COVID-19 pandemic elevated agriculture to an "essential industry" in terms of government policy, farmers' vital role in food production wasn't news to Renato Firmento.

"In times of uncertainty, it's even more clear how important agriculture is," says Renato Firmento, operations manager at Spraytec in Urbandale, which supplies plant-health products to crop farmers across the Midwest. "While other businesses were shut down, the ag industry has never stopped."

That includes corn and soybean production in Iowa, wheat farming in Kansas and sugar-beet production in North Dakota and Minnesota. Spraytec supplies these farmers with fertilizer, seed treatments and more. "We offer the right products in the right amount at the right time," Firmento said. "All of these products are also 100% biodegradable and non-hazardous to people, plants and the environment."

Since 2014, Brazil-based Spraytec has grown its US operations from its Urbandale location. "While it's not that common for a South American company to come into the US market, Spraytec saw opportunities in central Iowa," said Firmento, who grew up in Brazil and earned his college degrees in Iowa. "We want to be in the middle of Midwestern agriculture to help farmers increase their productivity, efficiency and sustainability."

"IOWA FEELS LIKE HOME"

Founded by Argentinian entrepreneur Diego Parodi more than 30 years ago, Spraytec is a global business with approximately 300 employees worldwide. The company operates across South America, the Ukraine, Australia and the United States.

The Urbandale headquarters allow the local Spraytec team of 10 full-time employees and contractors to serve farmers in Iowa, Nebraska, South Dakota, North Dakota, Illinois, Ohio, Indiana, Kansas, Missouri, Minnesota and Wisconsin. "We can cover a big territory, because our products perform well in a variety of climates and soil types," said Emerson Reis, business development director, who oversees all Spraytec operations in the United States. Easy access to Interstates 35 and 80 makes it easy to distribute these products (all manufactured in Brazil) to Midwestern farms. The Urbandale location is also a plus as Spraytec looks to the future.

"We plan to expand so we can contribute to even more farmers' success," said Firmento, who noted that Spraytec's business has grown through word-of-mouth advertising. "We also hope to start manufacturing Spraytec products here in the next three to five years."

Urbandale is a great place to grow, he added. "From the time I came to Iowa eight years ago, the people have been very welcoming. Iowa feels like home."



Happy Holidays from HR Green!



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SAVE THE DATE

DECEMBER 29 **Virtual AM Exchange** | 7:30 - 8:30 AM | Sponsored by Johnny's Italian Steakhouse & The Rewind Hotel | Register to receive format information.

JANUARY 5 **Meet the Chamber** | 9 - 10 AM | Urbandale Chamber and Virtual Registration is required

JANUARY 6 **MOXIE Business Owners meeting** | 8-10 AM | Urbandale Chamber and Virtual | Registration is required

JANUARY 13 **KEY In Des Moines Flip the Script: Wellbeing in the Workplace** | 8:30 - 9:30 AM | hosted virtually by DRAKE University and the Urbandale Chamber | Free to attend | Registration required

WELCOME NEW URBANDALE CHAMBER MEMBERS

GPC (Qualified Plan Consultants, LLC),
West Des Moines
Breiholz Construction Company,
Des Moines

Bing Bang, Waukee
Teacher Wealth, Des Moines