



Matt Harris joins Metagen as territory manager

Soil health company Metagen Australia has appointed seasoned agribusiness professional Matt Harris as Mildura-based territory manager to strengthen grower support and expand the company's presence across the Sunraysia and beyond.

During his career spanning nearly 30 years, Mr Harris has held a range of positions across various agribusiness sectors including account manager at Oji Fibre Solutions, Mildura; business manager at Taylors Farm Supplies, Red Cliffs; territory manager at Oji Fibre Packaging/Amcor, Mildura and Griffith; and banking agribusiness manager at National Australia Bank, Renmark.

Appointed in October, he is responsible for the sales and technical support of Metagen products to growers and distribution outlets encompassing the Sunraysia, Riverina, Riverland, Northern and Southern Mallee, Central Goldfields and Goulburn Valley regions straddling three states.

Mr Harris, who has considerable experience in dryland farming, stonefruit, citrus, and table and wine grapes, will focus on the key crops of vegetables, cotton, nuts, table grapes, citrus and avocados.

"I am excited about the opportunity to increase awareness of products that can assist Australian agriculture in a region that is so diverse, and to enter new areas while drawing on my established networks throughout the Riverland, Sunraysia and Riverina," he said.

Metagen general manager Liam Riedy said Mr Harris's passion for results and his deep connection to the community made him a valuable addition to the team which comprised scientists, agronomists and technical support staff strategically located in Australia's key growing regions.

Metagen is an Australian-owned biotechnology company that formulates advanced biological tools to help horticultural and broadacre growers improve their soil and crops. It was founded by scientist and agronomist Shane Fitzgerald in the early 2000s. It is one of a few Australian companies to have its own in-house production facility and microbial laboratory and was the first in Australia to offer DNA barcoding.

Caption: Matt Harris

NOT FOR PUBLICATION

Prepared by Aqua Public Relations on behalf of Metagen Australia Pty Ltd. For more information, please contact:

**Toni Lucke
Aqua Public Relations
(07) 3312 2505**

Issued: November 18, 2025