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Denver Botanic Gardens Conducts Trials of Soil Health Technology

Partnership with Cool Planet may help the Gardens conserve water and improve soil health

Denver, CO. (May 22, 2018) — Today, Denver Botanic Gardens announced a partnership with Cool Planet, a local agricultural technology company that develops soil health products. Denver Botanic Gardens will conduct trials of Cool Planet's soil enhancement product, Cool Terra®, in a wide variety of gardens at the York Street location. The goal is to evaluate the degree to which Cool Terra can help the Gardens reduce their overall water use. The partnership is part of Denver Botanic Gardens' broader efforts to advance water-efficient gardening and agriculture principles through educational programs and partnerships with like-minded organizations.

"This year, we are testing Cool Terra in various types of gardens such as annuals in sun and shade, annuals in containers, vegetables, perennials in challenging locations and new plantings," said Director of Horticulture at Denver Botanic Gardens, Sarada Krishnan. "From these experiments, we will be measuring the growth rates to compare plots treated with Cool Terra and those without. This will provide us baseline information about the product's soil enhancing capabilities, resulting in better growth and soil water conservation."

Cool Planet is an agriculture technology company that develops, and markets, Engineered Biocarbon™ technology products for soil health. The company's first commercial product is Cool Terra, a carbon negative soil amendment, which works to improve key soil performance characteristics for greater plant growth and quality. The company has conducted over 100 independent, third party field trials which have shown the product delivers, on average, a greater than 12 percent increase in yield. The company is innovating carbon solutions for a diverse array of agriculture and turf, nursery, and ornamental sectors to address the growing global concerns of soil health, sustainability, and food security.

"Cool Planet is proud to be partnering with Denver Botanic Gardens to help advance their research and understanding of soil health technologies and water-efficient gardening," said Jim Loar, CEO of Cool Planet. "Colorado's semi-arid climate has prompted growers across the state to adopt natural, innovative practices that help reduce water use and carbon footprints, while also improving soil health and plant growth. Cool Terra provides an additional way for growers to improve sustainability and profitability simultaneously."

Denver Botanic Gardens has long been committed to advancing water-efficient gardening and agricultural principals. In 2011, the Gardens became the first public garden member of the Alliance for Water Efficiency, an organization dedicated to the efficient and sustainable use of water. They also partnered with Zero Mass Water to incorporate solar-powered atmospheric water harvesting devices into urban farming plots. Additionally, they have partnered with Metro State University to

co-manage the One World One Water Center, a way to expand joint initiatives on water issues such as public education and funding for research.

The Cool Terra trials will be displayed at Denver Botanic Gardens' main campus, located at 1007 York St. The Gardens are open daily, 9 a.m. and 8 p.m. during the summer and 9 a.m. - 5 p.m. in the late fall and winter. General admission tickets are available through the website and members receive free entry. For more information, call 720-865-3500.

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About Cool Planet

Cool Planet is an agriculture technology company that develops and markets Engineered Biocarbon™ technology products for soil health. The company's first commercial product line is Cool Terra®, an award-winning soil amendment, which works to unlock key soil performance characteristics for greater plant growth and quality. Cool Terra® is also carbon negative. Over 100 independent, 3rd party field trials have shown that Cool Terra® delivers, on average, a greater than 12% increase in yield while generating a 3:1 grower return on investment. Cool Terra® provides sustainability and profitability for agriculture, landscape, turf, nursery and ornamental markets. Cool Planet is also innovating animal nutrition, microbial, and early plant establishment products to address the growing global concerns of soil health, sustainability and food security. Learn more about Cool Terra® and Engineered Biocarbon™ technology at coolterra.com, on Twitter at [@CoolPlanet](https://twitter.com/CoolPlanet) and on Facebook at facebook.com/CoolTerraNews. Contact the company about Cool Terra® at coolterra@coolplanet.com or (888) 564-9332.

About Denver Botanic Gardens

Green inside and out, Denver Botanic Gardens began in 1951 and is considered one of the top botanical gardens in the United States and a pioneer in water conservation. Accredited by the American Alliance of Museums, the Gardens' living collections encompass specimens from the tropics to the tundra, showcasing a plant palette chosen to thrive in Colorado's semi-arid climate. The Gardens is a dynamic, 24-acre urban oasis in the heart of the city, offering unforgettable opportunities to flourish with unique garden experiences for the whole family – as well as world-class education and plant conservation research programs. Additional sites extend this experience throughout the Front Range: Denver Botanic Gardens Chatfield Farms is a 700-acre native plant refuge with an active farm in Jefferson County; Mount Goliath is a high-altitude trail and interpretive site on the Mount Evans Scenic Byway. The Gardens also manages programming at Plains Conservation Center in Aurora. For more information, visit us online at www.botanicgardens.org.