

Viterra to strengthen Landmark

Landmark looks forward to providing enhanced service and product offerings to its clients following the integration of the Australian Viterra agriproducts and wool businesses.

Managing director **Richard Norton** says Landmark's offering will be further strengthened as a result of integrating Viterra into Landmark.

"Landmark is committed to adding value at the farm gate and the integration of the Viterra assets will allow us to continue to strengthen service and innovation to Australia's agricultural sector," he said.

The Viterra seed business will be incorporated into Landmark's seed breeding commercialisation business, Seednet, giving clients greater access to new varieties of seed, particularly canola and barley.

Landmark will operate Viterra's fertiliser importing business as a separate business division under the agVantage Wholesale Group brand and will gain access to warehousing near ports for the importing of fertiliser, as well as increased inland fertiliser storage facilities.

Viterra had a very small retail network (mostly crop protection sheds) which will be merged into the Landmark network of more than 400 points of representation across Australia, providing clients with a more extensive retail offering.

The integration of the domestic Viterra wool business – under the Dalgety brand – into Landmark, will create the largest wool brokering and buying network in the country.

"It will see a renewed focus on ensuring our relationships and people provide Australian wool producers with the edge necessary for long-term profitability, and further strengthen

Landmark's 150-year commitment to Australian farmers," Mr Norton said.

However, Landmark has made the difficult decision to exit its wool exporting business. As a result of this decision, Landmark will wind down both its own Dalgety Wool Exports operations and the newly-acquired Viterra Wool Exports business over the coming six to nine months.

"This decision was not made lightly," Mr Norton said. "However, wool exporting is an extremely capital intensive business, and in a difficult trading environment we did not believe that the likely returns of the wool exporting business would justify the capital investment required.

"We believe the Australian wool industry has a strong future and that our investment is better made continuing to build the productivity, profitability and sustainability of wool producers through our domestic wool buying and brokerage business."

Mr Norton said discussions with staff had begun this week and following the intended first day of ownership on June 1, senior management would undertake a roadshow as the next step in the integration process.

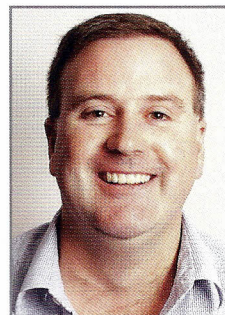
The Viterra acquisition is a major one for Landmark's parent company Agrium and the global agricultural market.

Agrium will strengthen its position as the world's largest retailer of agricultural inputs by acquiring more than 200 sites in Canada and Australia.

AkzoNobel names agchem distributor

AkzoNobel has appointed the Tri-Tech Chemical Company as the new Australian distributor of Surface Chemistry's products and technologies developed for the agrochemical industry.

AkzoNobel provides innovative



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technologies throughout the world for crop protection and the enhancement of agrochemical products, supplying formulators and active ingredient

producers with solutions that are environmentally safe, biodegradable and cost effective.

Based in Melbourne and managed by **Greg Weston**, Tri-Tech manufactures a variety of chemical products, with several used in the agricultural sector. Senior account manager **Scott Boyle** will manage the sales and business development for AkzoNobel's product range in Australia.

The agrochemical industry in Australia is seen as a significant growth area and the partnership with Tri-Tech will enable AkzoNobel to quickly respond the needs of local customers. Tri-Tech will be working with formulators, manufacturers and suppliers.

"We are looking forward to expanding AkzoNobel's presence in the adjuvant, dispersion, solvents and polymers business and working to assist our customers' R&D departments in developing new projects," Mr Boyle said.

Tri-Tech has successfully grown its business through understanding the needs of its customers and applying its chemical expertise to meet these needs.

"The addition of AkzoNobel's agrochemical products to our portfolio will significantly enhance our ability to add value to our customers," Tri-Tech sales and technical director **James Knight** said.

According to **Jon Bennett**, sales manager for AkzoNobel agro applications in Australia and New Zealand, Tri-Tech is the right partner for AkzoNobel.

"Both companies are passionate about growing customers' business with

innovative and sustainable solutions from their unique chemical expertise, process technology and application know-how," he said.

"We are very excited about expanding our business in the region."

BASF resolves fipronil patent case

BASF has resolved court proceedings against Imtrade Australia which included allegations of infringement of one of BASF's Australian patents relating to processes for the manufacture of fipronil.

Imtrade gave undertakings to the Federal Court of Australia that it would not infringe BASF's rights in that patent and would refrain from selling or marketing any products containing fipronil that infringed BASF's rights in that patent, for as long as the

Australian patent remains in force.

Fipronil is the active ingredient in BASF products including Adonis, Regent, Termidor and Cosmos, whose key applications provide effective solutions against devastating insect pests in crops such as cotton, vegetables, bananas and mushrooms, and for the protection of industrial and residential property against termites.

"Particularly in the dynamic field of agriculture, continuous investment in research and development is essential to be able to offer the best, most suitable products that reflect the needs of growers in the field – products that allow them to remain competitive and maintain a viable, sustainable business," **Tony Moskal**, business director for crop protection, BASF Australia and New Zealand said.

"Introducing a new active ingredient to the market requires approximately €250 million (\$350 million) in investment and about 10 years' time. To be able to

continue such substantial investment in the future of agriculture, we must protect our innovations to the fullest of our capabilities."

To this end, BASF is working to enforce its intellectual property rights and is working closely with all governing authorities to ensure that only the highest quality ingredients are present in Australia's top brands and formulations.

"This court case demonstrates BASF's resolve to protect our intellectual property rights. BASF will pursue any and all entities which we believe are in violation of these patents," Mr Moskal said.

In 2012, BASF invested about €430 million (\$605 million) in crop protection research and development and another €150 million (\$210 million) in plant biotechnology. These investments are part of the company's overall commitment to growers, agriculture and food security.

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