

## News release

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FOR IMMEDIATE RELEASE

### **Rotam – A New Name in UK and European Crop Protection**

London, UK, 19 May, 2008 – Rotam Europe Ltd became the newest name in agrochemical manufacturing and supply following the company's UK and European launch today, at The Farmers Club, London. A Canadian-owned, multinational company, with operations in 54 countries and an annual turnover exceeding \$750 million, Rotam has an extensive range of crop protection products providing all-round cost-effective solutions for farmers and distribution partners.

Speaking at the launch, newly appointed Regional Manager for the UK and Northern Europe Graham Dickinson said that the company provided its own integrated agrochemical product manufacturing, independent product registration, R&D and technical support for the crop protection industry, on a worldwide basis. "Rotam is a new name in both Europe and the UK, but a business that is very strong and well established in other parts of the world," he said.

"Our aim is to develop our products in the European crop protection market and, with key distribution partners, optimise business opportunities by offering a complete package of products for growers."

Mr Dickinson explained that Rotam had already achieved registration in the UK for its sulfonylurea product Deft (metsulfuron-methyl), a contact and residual herbicide for spring weed control in cereals. Commercially available for spring 2009, the company is currently doing further work to enable sequencing and mixing with other sulfonylureas, he said.

Other new products and formulations being developed were based on active ingredients metsulfuron-methyl + thifensulfuron-methyl, triazole fungicide tebuconazole, insecticide abamectin, and nicosulfuron, a sulfonylurea herbicide for maize.

"All these are in the registration process in the UK and Europe and will form the basis of our UK and Northern European portfolio of products for spring '09," said Mr Dickinson.

He added that Europe was the last piece of the jigsaw in terms of the company's global product development. Registration of products here, he said is a more complex and somewhat slow process compared with other areas of the world. "In recent years we have invested over €8 million in product registration for the EU alone, which will independently deliver new formulations targeted to specific crops, pests and application systems," concluded Mr Dickinson.

Rotam Europe Ltd., which has responsibility for the development of Rotam's portfolio of crop protection products in the UK and Northern Europe, is based in Lincolnshire, UK.