



## **COMPANY ANNOUNCEMENT**

2 May, 2017

### **Nufarm Australia Limited**

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## **Nufarm Australia and Crop Care sales teams to be merged**

The Nufarm Australia and Crop Care sales teams will be merged from 1 August 2017 resulting in a more streamlined and responsive customer experience.

Nufarm Managing Director and CEO, Greg Hunt said the change is being made in response to customer feedback and a commitment to improve the overall service offering to the Australian market.

“We want to be easy to do business with and believe that a single, focused sales organisation will enable us to better support and partner with our customers to grow their businesses.

“The Nufarm Australia and Crop Care sales teams have operated independently in the Australian crop protection market since Nufarm acquired the Crop Care business in 2002. The portfolio offerings of both brands today are complementary and can be more efficiently serviced by a single, coordinated sales organisation, which will now operate under the Nufarm Australia banner.”

The rationalisation of the sales organisation follows other important changes made to the business in recent years.

“We have made many improvements throughout the business, including a recent investment of \$14 million at our Raymond Road, Victoria production site – one of our three major Australian manufacturing facilities. Investments such as this enable us to reliably and competitively supply our local and international customers with the quality products they need to be successful.”

Mr Hunt added that Nufarm is committed to providing customers with a valued range of products, and is investing in new product development that will result in an enhanced portfolio over coming years. He said the company is also assessing opportunities created by agribusiness industry consolidation.

Nufarm ANZ Regional General Manager, Peter O’Keeffe said that the changes announced are a direct result of listening to customers. “Our channel partners have told us that they want us to be a major partner in their growth plans and that we can support them by being easy to do business with. By combining Nufarm and Crop Care we are creating one large but focused sales team, with stronger territory coverage and the ability to present customers with our full product portfolio.

“Both the Nufarm and Crop Care brands are synonymous with quality people, products, technical support and service and we believe the changes we are making will reinforce our market leadership position.”

The existing range of Nufarm and Crop Care products will continue to be available and, from 1 August 2017, products previously sold by Crop Care will be sold by Nufarm Australia. There will be no disruption to customers as these changes are implemented.



**A GREAT CHANNEL  
PARTNER EXPERIENCE**

***The Nufarm Customer Value Proposition***

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