

# BASF-Nufarm agreement changes: BASF to distribute crop protection products directly in Australia

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- > BASF and Nufarm/Crop Care end 10-year distribution arrangement
- > BASF to directly distribute its range of crop protection products in Australia starting March 1, 2014
- > Nufarm commits to strong, ongoing supply role in Australian horticulture segment

BASF and Nufarm Australia Ltd today announced that, following the expiry of their distribution agreement, BASF will directly distribute its range of crop protection products to the Australian market, effective March 1, 2014. The BASF product portfolio has been distributed in Australia by Nufarm and Crop Care since 2004.

"Our distribution relationship with Nufarm and Crop Care has been successful for ten years. But to invest further in our portfolio of innovations for sustainable agriculture in Australia, we have taken the strategic decision to re-enter the market in our own right", said Raman Ramachandran, Senior Vice President, BASF Crop Protection Asia Pacific. "We are excited about this opportunity and look forward to building a strong presence in the Australian market with an expanded product offering."

Nufarm Australia General Manager, Lachie McKinnon said the opportunity to market BASF products has helped Nufarm and Crop Care establish much stronger positions in a number of key market segments, including horticulture.

"We are absolutely committed to ensuring our distribution and grower customers continue to have access to a broad portfolio of products and we will invest in additional product development to support that commitment." He added that the companies are discussing areas of potential collaboration which will result in greater value for growers in Australia.

Further details of the transition will be advised by both companies over the coming months.

*SOURCE BASF Official Press Release*