

MEDIA STATEMENT

CROPLIFE SOUTH AFRICA INTEGRATES AGROCHEMICAL DISTRIBUTORS INTO ITS NETWORK

16 JANUARY 2013

EMBARGO: IMMEDIATE

STARTS

CropLife South Africa (CLSA) is the industry association of representing the majority of agricultural remedy manufacturers and suppliers in South Africa. Up until November 20th 2012, its sister organization ACDASA (Agricultural Chemical Distributors Association of South Africa) established in 1999 as an independent association serviced the interests of agricultural remedy distributors. Recent developments in the agricultural market and a desire to service the interest of the agrochemical sector more effectively, has prompted ACDASA to be integrated into CLSA. It is with great pleasure that CLSA announces the full integration of dealers into the association and welcome them as full members of South Africa's leading industry association in the agrochemical sector.

CLSA will serve the interests of manufacturers, suppliers and distributors of agricultural remedies in South Africa by offering inter alia the following services to its members:

- generating a positive industry profile through liaison with government, agricultural producer organisations, agricultural unions and associated industries;
- ensuring better service delivery from regulatory authorities through collective bargaining and other appropriate action when required;
- addressing illegal import and sales of unregistered agricultural remedies by reporting it to, and collaborating with law enforcement agencies;
- assisting members with compliance with the CLSA Code of Conduct and relevant legislation;
- offering training on the responsible use of agricultural remedies;
- developing and maintaining comprehensive information resources on agricultural remedies such as the CLSA Compendiums, the CLSA Agricultural Remedies Database and the AgrIntel Database;
- responding timeously with appropriate action to negative incidents and reporting on agricultural remedies; and
- collective management of public relations and media for the industry.

Members will enjoy these benefits on the back of the well-established name and image of CLSA with a competitive edge in the market as CLSA is recognized by government, the agricultural sector and associated industries as the representative body of the agrochemical industry in South Africa.

Farmers and the public can be assured of professional service offered by members of CLSA who underwrite the Code of Conduct that is strongly aligned with the international Code of Conduct of the UN's Food and Agriculture Organisation. Any misconduct by a member of the association may be reported to the Executive Director of CLSA who will institute investigation into the allegations and through the Executive Council impose appropriate mitigation measures.

CLSA is opening its doors to companies that are not members of the association yet and would welcome them joining the ranks of current members to contribute to, and enjoy the benefits of CLSA. New members and current members will be exposed to information and training sessions to improve knowledge and skills in the responsible management, marketing and use of agricultural remedies. Members are also invited and encouraged to attend and participate in the different committees, working group and government liaison meetings that are organised and hosted by CLSA.

During the course of 2013 a number of regional forums will be established around the country to set platforms in place where CLSA members can have their own regional meetings and discussions with relevant stakeholders.

For further information please contact:

Mr Marcel Dreyer, President of CLSA at 082-771-2712 or

Mr Tom Mabesa, Executive Director of CLSA at 082-657-5329 or

ENDS