

Crop Nutrition Industry

A Need for Inclusive development

Dr. Praveen Singh

Indorama Eleme Fertilizer & Chemicals Limited,

Nigeria



Who we are – Indorama

- Established in 1975
- 130 manufacturing sites
- Operating in 35 countries
- Global employee strength is 40,000
- Largest producer of Urea & Phosphate fertilizers in Sub-Saharan Africa
- World's largest single train Urea Fertilizer plant with daily capacity of 4000 MT/day
- Third largest producer of synthetic gloves in the world



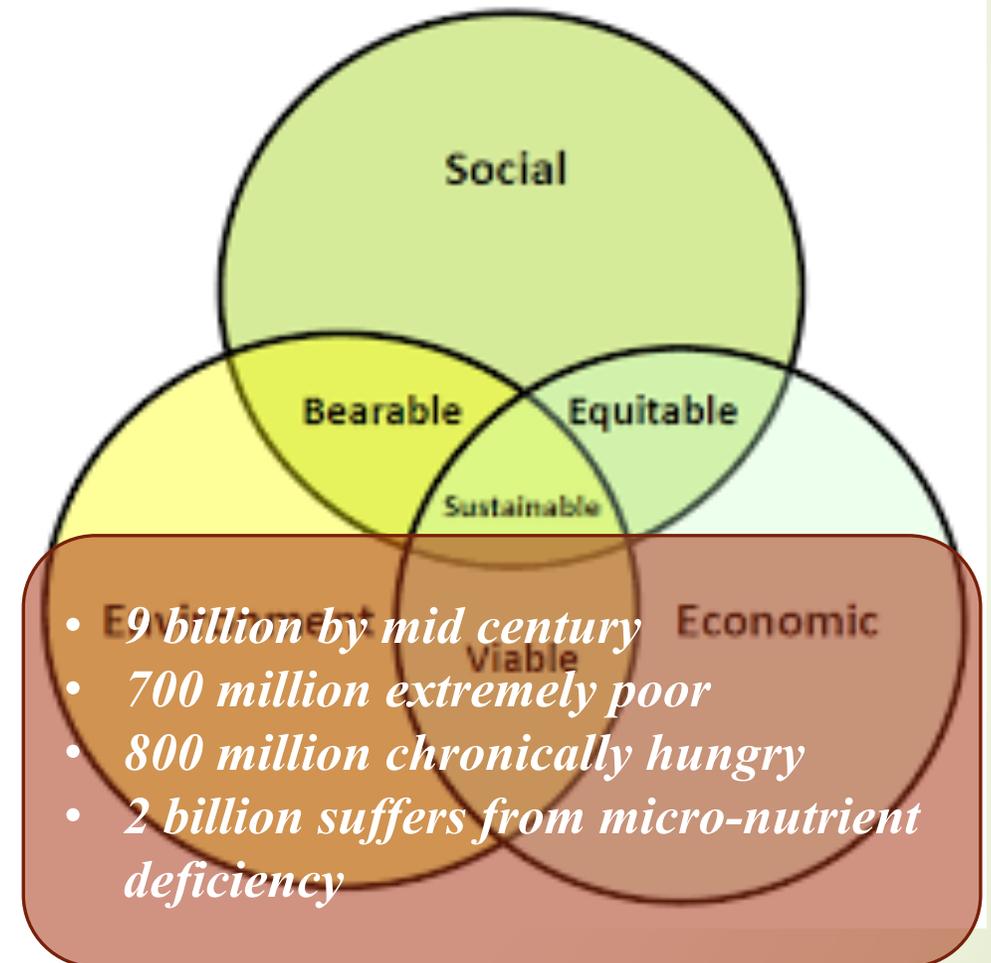
Our Understanding – Inclusive Development

- Social
- Economical
- Environment

Ensuring Social Security

Ensuring Health Security

Ensuring Food Security



Our Understanding – Africa opportunity

- Second Highest population in different continents
- Significant arable land/horizontal expansion
- Expanding food demand
- Low crop productivity & cropping intensity/vertical expansion
- Average fertilizer consumption is low 17 Kg/ha (140 Kg/ha world)
- Projected Africa crop nutrition business growth is CAGR 5.1%



Our Understanding – Challenges

- Irrigation Infrastructure
- Farm Mechanization
- Agri-input quality
- Purchasing Power/affordability
- Imbalance crop nutrition/micro-nutrient reservoir depletion
- Accessibility to quality knowledge
- High cost of serving the customer
- Policy un-certainty
- Social security



Our Understanding – Enablers

- Knowledge based product development;
- Need based product customization;
- Strengthening the market network;
- Resource strengthening at farm level;
- Enhancing the accessibility to Knowledge
- Investment in irrigation infrastructure
- Support for farm mechanization





Expectations

Grower's

- Affordable fertilizer availability
- Knowledge to ensuring balance fertilizer application
- Enhanced fertilizer use efficiency (ROI)
- Accessible knowledge

From the policy makers

- Judicious utilization of raw material
- Balance in export/import/production
- Strong Knowledge delivery system

Meeting Expectations

- Creating authenticated Knowledge/information bank;
- One touch reach to knowledge/information bank;
- Assessing the soil health, especially the nutrient status;
- Developing soil fertility map;
- Customized product and services offerings;
- Automated fertilizer recommendation services.



Indorama Initiative

Existing

- Delivering crop nutrition services and products;
- Developing smart fertilizer products;
- 1000 demonstrations on best practices;
- 1500 Capability building programs;
- 13,960 Soil analysis & fertilizer recommendation;

Planning

- Establishing soil analysis lab
- Developing modal farm;
- Capability building for Extension Agents;
- Easy access to knowledge by introducing toll free phone line;
- Creating Indorama farmer Club with virtual training facility;





*Thanks
Let's discuss.....*

