

## **PRESS RELEASE:**

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### **New Ag International Conferences in MIAMI to deal with technologies of the future**

Delegates and Exhibitors from already more than 30 countries have registered to the IFA-New Ag International conference on Enhanced Efficiency Fertilizers (EEF) and to the 8<sup>th</sup> New Ag International Conference and Exhibition, which will take place 23-26<sup>th</sup> March, 2010 at the Hyatt Regency Hotel in Miami.

#### **PROGRAMME OF THE EEF CONFERENCE ANNOUNCED**

The term enhanced-efficiency fertilizers (EEF) encompasses slow- and controlled-release fertilizers, and fertilizers stabilized with urease and nitrification inhibitors. "The market for these products develops at sustained pace. Traditionally, these products have mainly been applied to specialty crops. However, slow- and controlled-release fertilizers increase progressively their market share in the broad acre crop sector (rice in Japan, and more recently corn in the USA and rice in China)", says Jean Pierre Leymonie, Director of New Ag International, the quarterly global publication dealing with specialty inputs and technologies in agriculture.

"In 2005, the International Fertilizer Industry Association (IFA) organized an international workshop on EEFs. This was the first international industry event entirely dedicated to EEFs. Five years later, it is time to update the knowledge in the field of research and development, agronomic and environmental benefits, economics of EEF use, policy and regulatory framework, current market and outlook. The USA, one of the most advanced places for the use of EEF in the world, is a logical place for organizing such a meeting", says Patrick Heffer, Director of the Agriculture Committee at IFA

The Miami conference will comprise of 23 papers with speakers from 9 countries, coming from academic circles, the industry and consultancy firms. All aspects of this increasingly important input sector will be covered: Markets, agronomics, emerging technologies and beneficial impact on the environment. Key questions will be addressed: How is the EEF market expected to evolve in the medium- to long-term? What will be the key drivers of the EEF market: product development, economics or policy environment?

The conference will run all day on 23<sup>d</sup> March and 24<sup>th</sup> morning hours. Three keynote papers will open the conference on the 23<sup>rd</sup>:

**Agronomic effectiveness of enhanced-efficiency fertilizers**, by Mike Stewart, International Plant Nutrition Institute (IPNI), USA

**The effect of enhanced-efficiency fertilizers on nitrous oxide emissions from various cropping systems**, by Ardell D. Halvorson, United States Department of Agriculture – Agricultural Research Service (USDA-ARS), USA

**The world market for enhanced-efficiency fertilizers**, by Sarah Landels, Agindustries Research & Consulting, Inc, USA

The event is sponsored by five of the world leaders in Enhanced Efficiency Fertilizers: Agrium Advanced Technologies, Agrotain, Haifa Chemicals, Scotts Professional and SFP. The full programme can be downloaded from <http://www.newaginternational.com/ifa/ifa.html>

## **TWENTY SEVEN SPEAKERS AND MORE THAN THIRTY EXHIBITORS FROM EVERY CORNER OF THE WORLD AT THE NEW AG INTERNATIONAL CONFERENCE AND EXHIBITION**

“After seven conferences held in Spain, Italy, Turkey, Mexico, Hungary and India, we have decided to bring the event to the USA, a market which in some respect – the use of biostimulants in particular, is seen as behind some markets of Europe, the Middle East, Asia and Latin America”. Biostimulants science, the technology, their use and their efficacy will therefore be central points in the conference and in the exhibition” says Andrew Osborne, Director of New Ag International.

The programme of the New Ag International conference and exhibition, which follows the EEF conference from 24<sup>th</sup> March afternoon until 26<sup>th</sup> afternoon comprises of 27 papers by speakers from 12 countries.

The full programme can be downloaded from <http://www.newaginternational.com/miami/miami.html>). It covers plant nutrition, irrigation and fertigation, and biocontrol. Five keynote speakers will open the conference on the 25<sup>th</sup>: Giuseppe Natale, CEO, Valagro Spa (Italy) will speak about World trends in speciality plant nutrition; Dr Pierre. M.J Ramakers, Senior Entomologist, Wageningen UR Greenhouse Horticulture (The Netherlands) will cover the Need for Innovation in integrated control of greenhouse pests; Lawrence E. Datnoff, Professor and Head, Department of Plant Pathology and Crop Physiology, Louisiana State University (USA) will highlight the Role of Plant Nutrition in IPM for Suppressing Plant Diseases; One of the most awaited papers will be that of Prof Pierdomenico Perata, Scuola Superiore Sant’Anna, Pisa (Italy): Plant Genomics tools to predict the function and efficacy of Biostimulants. A fifth paper (speaker to be announced) will cover the need to boost the installation of microirrigation & fertigation systems around the world.

The concluding papers will be an opportunity to hear what is going on in the USA and the challenges to boost market development. Already more than thirty companies from the irrigation, biocontrol, plant nutrition and technology sector have booked exhibition space from 15 countries: Belgium, Canada, China, France, Germany, India, Ireland, Israel, Italy, Netherlands, Poland, South Africa, Spain, Switzerland and the USA.

The event is sponsored by Brandt, Haifa Chemicals and Valagro, three of the leading brands for specialty inputs for foliar, fertigation and biostimulants application.

Both events are officially supported by NAHSA, the North American Horticulture Suppliers Association.

For more information, contact New Ag International at [conference@newaginternational.com](mailto:conference@newaginternational.com) or on Tel at +44 (0) 208 892 48 21

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