

Arysta LifeScience is awarded for the 3rd consecutive year with the ANDEF`s Phytosanitary Merit Award

Arysta LifeScience, the world's largest privately held crop protection and life science company, received three awards last Monday (May 24), during the 13th edition of the Phytosanitary Merit Award, organized by the National Association of Plant Protection (ANDEF), consolidating its position with significant presence in subjects related to sustainability.

The "Kenko" Project, that means "health" in Japanese, received the award for Best Project of Correct and Safe Use in Industry Category. The program has trained over 9000 farmers across the country who works in fruit and vegetable and especially sugar cane, a segment that has been receiving continuous attention and investments from Arysta.

Clodoaldo Flaitt Dutra, Technical and Sales Consultant of the Company, received the award in Professional Genre for his engagement and performance, which exceeded targets to address the education of growers. "We usually set up a number of trainings; Clodoaldo can triple this number. His effort was exceptional; he does it with passion as knows the importance of this action for the environment. The award was, without doubt, very deserving", says Gustavo Gonella, Product Manager of Arysta LifeScience. "I did not expect it, this award is not only mine but the result of all the dedication of the team. This is a very special moment, the recognition of our work", added Clodoaldo.

Still in the Industry Category, Arysta received the award in Business Genre by the whole set of activities undertaken to protect human health and the environment through activities and projects of Stewardship.

"The awards prove three points: first is that we believe and have passion for all the work of Stewardship, second is that we are ahead in commitment to social responsibility and the country's agricultural growth, although lower compared to the 10 largest companies in the sector in the country, and third is that we have in our team people who love what they do for the Brazilian agriculture, for the market, for the company and for society", gladly concluded Flavio Prezzi, President of Arysta LifeScience South America.

"The level of acceptance by our customers and partners in the sugarcane sector is very large. They always ask for us to return. So much so that 3500 people are trained annually by Kenko Project, which was initiated in 2007. Three awards were received in a highly competitive scenario. The Phytosanitary Merit Award of ANDEF is an award not only for companies but for growers, technical staff, partners, mills and suppliers", notes Luis Claudio Ramos, Sugar Cane Sales Manager, which coordinates the actions of the program.

"Kenko's goal is to offer all possible support to the improvement of sugarcane crop growers seeking groups that deal directly with crop protection products. Through seven concepts, we introduce security habits regarding the use these products. Learning concepts ranging from the acquisition of goods, transportation, storage, proper use of PPE, prepare the syrup, application technologies to proper packaging. Only through a consistent and constant education and specialized teams, capable and interested in values that go beyond commercial relations, we can achieve this project", added Liria Hosoe, Coordinator of Stewardship and Registration of the company.

According to Antonio Carlos Costa, Marketing and Communications Director of Arysta LifeScience, these achievements reflect the seriousness and importance of work offered by the company's professionals. "Our concern goes beyond the guidance to producers on the safe application of crop protection products. We are also focused on promoting greater awareness across the industry about the need to preserve the environment", concludes the executive.

About Arysta LifeScience Corporation

Headquartered in Tokyo, Japan, Arysta LifeScience is the world's largest privately held crop protection and life science company with 2009 revenues of JPY112 billion (US\$1.2 billion). An entrepreneurial provider of crop protection and life science products in more than 125 countries worldwide, Arysta LifeScience specializes in marketing and distribution of respected crop protection brands and life science products in harmony with the needs of global partners. More information on the company in the world is available at: www.arystalifescience.com

About Arysta LifeScience Brazil

Arysta LifeScience is present in Brazil for more than 40 years, a history of success and important contributions to the growth of national agriculture. The company has around 100 technical consultants in the main areas of the country especially in soybean, corn, cotton, vegetables, fruits and sugar cane segments.

More information on the company in Brazil is available at: www.arystalifescience.com.br