



Unique Crop Protection Exhibition Sponsored by Adama Showcases Global Food Challenge

Joint venture of ADAMA Agricultural Solutions, Israeli Ministry of Education, Beer Sheva Municipality and Rashi Foundation

Airport City, Israel, March 31 – Feeding the world in an age of diminishing resources is the focus of a unique exhibition sponsored by ADAMA Agricultural Solutions that opened last week at Carasso Science Park in Beer Sheva, Israel.

"We are delighted to assume a role in supporting the education about one of the most complex global problems of the 21st century, since our core focus combines science, technology and agriculture to create simplicity for farmers and farming," said Rony Patishi-Chillim, SVP Business Development and Corporate communication. "Our involvement in this exhibition builds on our rich heritage in the Negev and Southern Israel, where our manufacturing plants are located and much of the innovative agriculture in Israel has been developed. The exhibition highlights our emphasis on promoting scientific education and broader understanding of the farming profession."

Interactive exhibits allow visitors to experience the challenges that face today's farmers as the demand for food increases while available land for planting decreases. Visitors can learn about the technological complexity of modern day agriculture, and of the global threats to plants and crops: demography, climate conditions, the shortage of water and land, soil degradation, and pests.

Scientific and technological solutions to these challenges are also explored in the exhibits, such as crop protection and treatment solutions that increase yield while simplifying the life of farmers. Innovative ways of meeting the challenges are shown, along with the global problems that can arise from the use of these technologies.

"The Park offers an introduction to the science and technology that surround us in our daily lives, through modern tools and language," said Meir Bakshi, CEO at Carasso Science Park. "The new crop protection exhibition is an excellent example of Israeli-developed technological solutions to real-world problems. The park combines interactive education and hands-on experience through which visitors learn about the scientific solutions of an Israeli-global company facing the challenge of food."

The crop protection exhibition is one of 10 indoor and outdoor science and technology exhibitions currently on display in the 180 thousand square foot science park. Subjects covered include light and vision, energy, communications, molecular biology, and genetics.

About ADAMA Agricultural Solutions

ADAMA Agricultural Solutions Ltd., formerly known as Makhteshim Agan Industries, is a leading global manufacturer and distributor of crop-protection solutions, and the leading off-

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patent provider. The Company supplies efficient solutions to farmers across the full farming value-chain, including crop-protection, novel agricultural technologies, and complementary non-crop businesses. In 2013, the Company's revenues were over \$3 billion, and it is ranked seventh in the world in the overall agro-chemicals industry. The Company is characterized by its innovation, farmer-centric approach to product development, and strict standards of environmental protection and quality control. For more information, visit us at www.ma-industries.com.

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