



Adama Co-Sponsors Agro-Art Exhibit

View of Contemporary Agriculture in Israeli Art at Petach Tikva Museum

Tel Aviv, Israel, February 24, 2015 – ADAMA Agricultural Solutions Ltd. announced that it is co-sponsoring the Agro-Art exhibit, taking place at the Petach Tikva Museum of Art, from February 19 until June 13.

The exhibition includes 12 installations that explore the changing status of agriculture in Israel in recent decades. Curated by Tali Tamir an independent curator specializing in contemporary art and the history of art and culture, the show includes works by leading contemporary Israeli artists that range from intimate statements of personal memory to the analysis of power mechanisms at work in the agricultural arena.

“At Adama, we put the farmer at the center of everything we do, and supporting this exhibit – which explores the poetic and cultural aspects of agriculture and farming – is a natural extension of that,” said Michal Arlosoroff, General Legal Counsel and Corporate Social Responsibility Officer at Adama. “Our involvement with the Petach Tikva Art Museum is also an opportunity to broaden the exposure of young people to farming and agriculture through their school visits to the exhibit, and to share a deeper understanding of the farming profession through a different and inspiring medium.”

During its four month run, the show is expected to be viewed by over 90,000 people, among them many school groups. More information about the event can be found here: www.petachtikvamuseum.com.

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About ADAMA Agricultural Solutions

ADAMA Agricultural Solutions Ltd., is the leading off-patent crop protection solutions company in the world. The Company’s comprehensive range of high-quality, differentiated and effective herbicides, insecticides and fungicides, help farmers worldwide to increase yields by preventing or controlling weeds, insects and disease that harm their crops. With one of the world’s most extensive and diversified off-patent product portfolios, ADAMA sells its products in more than 120 countries, with revenues of over \$3 billion in 2013. ADAMA’s purpose is “Creating Simplicity in Agriculture” – striving to provide farmers accessible, easy-to-use solutions that simplify their lives and improve their crop yields. For more information, visit us at www.adama.com.

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