

THE PHOENIX



TK47 is a multi-function innovative product that, in a single grain, combines benefits for plant nutrition, plant protection, soil improvement and increased sustainability. TK47 offers a high concentration of nutrients: Potassium, Calcium, Magnesium and Silicon.

INDEPENDENT STUDY DEMONSTRATES ECONOMIC BENEFITS TO FARMERS BY ADOPTING TK47

Last month, Verde announced the results from an independent study aimed at evaluating the economic benefits to farmers who adopt TK47 as the potassium source in their nutrient management systems. The assessment was based on agronomic results achieved from a 10 months field trial on carrot and corn crops.

The results showed that even at higher TK47 prices, the products' superior benefits still translate into higher profits for farmers.

The economic study also evaluated the productivity of carrots after reduction of certain pesticides. The study showed that applying less pesticide translated to potential additional cost reductions of US\$118,000 per 1,000

hectares. Since 2008, Brazil has ranked first in the world for pesticide consumption. In April 2015, the National Institute of Cancer in Brazil (INCA) recommended a "progressive and sustainable reduction" of pesticide use in the country.

TK47 is the solution to the growing outcry against excessive use of pesticides.

For the full press release, [click here](#).

.....

SPECIAL FEATURE



An Interview with Renato Mendes – Marketing TK47

Mr Renato Mendes is the Principal Consultant with Agris Consultoria, a leading Brazilian agronomic market-consulting group. Verde sat down with Mr Mendes to answer a few

questions for us and shareholders about his experience marketing TK47 in Brazil.

VP: Mr Mendes, how have you been involved in marketing TK47?

RM: In the last 2 years I have been focused on creating value for TK47, putting together the products features, research results and customer's needs. My work has been concentrated on evaluating how TK47 allows customers to improve profitability, save costs and make their business sustainable. We have promoted TK47 through meetings with strategic customers and presented TK47 at the most important events in agribusiness.

VP: Can you comment on the level of research and development Verde's agronomic partners have when it comes to conducting field trials with new products?

RM: Many new products come available to the market each year.



Most of our agronomic partners only have time and resources to test a few, so many of those companies that don't have scientifically reliable data available don't have space to conduct field trials with strategic farms. Verde has been conducting experiments with respectable research institutes for the past several years, collecting significant positive results that prove the efficiency of TK47, which has facilitated our actions when it comes to field tests.

VP: How easy or difficult is it for companies to get their products through the door of such corporate growers for trials?

RM: Most corporate growers have their own processes and rules that must be followed in advance, prior to the introduction of a new product. Trials usually take time and lots of other resources and it is part of any introduction process. In view of the number of products that have been released to the market each year, there is a need to control the number of field trials and evaluations.

VP: How has Verde been able to penetrate R&D departments of such companies?

RM: Verde has been receiving positive results for the past several years. This generated a high level of interest from agriculture companies and allowed Verde to receive attention from most of the corporate growers.

VP: What kind of feedback are you receiving from corporate growers on the advantages of TK47 in terms of agronomic efficiency?

RM: Most of the agronomists that have worked with TK47 not only looked at the nutritional aspects of this product, but also for other benefits such as salinity, plant protection and other soil improvements.

VP: Are there specific crops that are benefiting the most?

RM: We have been achieving great results with sugarcane, coffee and vegetables.

VP: How important are such field trials and partnerships to a company's development plan when marketing a new product such as Verde's TK47?

RM: In field trials, customers can test the products in a 'real life' setting, designed to be as similar as possible to actual fertilization management. Good results with strategic partners positions the company to the market at a higher level. There is no other way to achieve a growth strategy than through well-conducted field trials.

VP: Are offtake agreements commonly pursued in Brazil?

RM: It's not a usual practice in Brazil.

VP: Is there anything else that has stood out to you while marketing TK47?

RM: TK47 is an innovative product that cannot be appreciated only as a fertilizer, but must be seen as an indispensable tool for tropical farming.

“The Benefits of Soluble Silicon for Plant Health and Growth:

<https://youtu.be/MCZWZ5FsRhW>

TK47 offers a high concentration of available silicon. Some of the benefits of silicon are:

- Interacts with phosphorus and micronutrients absorbed by clay, increasing the elements availability to plants
- Increases plant resistance against pests and diseases
- Reduces evapotranspiration, providing savings in water consumption and increases resistance to drought
- Activates the production of phytoalexins and plants natural defense system
- Increases resistance to lodging
- Increases productivity
- Decreases the use of fungicides and insecticides

.....

BRAZILIAN ECONOMY

“Cut to Brazil budget target hits markets” – *Financial Times*

“The country’s economic team announced on Wednesday night that it was reducing its 2015 target for the primary fiscal surplus, the budget balance before interest payments, from 1.2 per cent of gross domestic product to just 0.15 percent.” “Brazil’s economy is suffering a hangover from the end of the commodities boom and a prolonged period of fiscal stimulus. This has generated a toxic mix of sluggish growth and persistent inflation. Confidence has also been hit by a sweeping corruption scandal at state-owned oil company Petrobras.”

For the full article, [click here](#).

INDUSTRY NEWS

“Stakes are high in global potash pursuit” – *Financial Times*

“Successful K+S bid would give PotashCorp a quarter of supply...if the deal is successful, the Canadian group will control about one-quarter of global supply. Potash is a key ingredient for fertilisers used in agricultural production.

But K+S has already rebuffed PotashCorp’s €41 a share cash approach, and a survey by Toronto-based Scotia Capital of its institutional client base reveals a high degree of uncertainty among the investor community about PotashCorp’s offer.”

[Click here](#) for the full article.

.....

“Monsanto keeps up the pressure on Syngenta” – *Financial Times*

“Move comes as agricultural seeds, chemicals and fertiliser groups look to consolidate.”

“The move has come as consolidation in the agricultural inputs groups involved in seeds, chemicals and fertilisers has become the vogue. Companies are looking for cost synergies and wider business opportunities after several years of falling agricultural prices and lower capacity usage.”

For the full article, [click here](#).



MORE THAN A FERTILIZER

Research has now shown that by integrating TK47 into their nutrient management systems, farmer’s benefit from TK47’s multi-functionality in 4 key aspects:

1. Plant nutrition
2. Plant protection
3. Soil improvement
4. Sustainable agriculture



Cristiano Veloso,
President & CEO:
cv@verdepotash.com
+55 (31) 3245-0205

Iwona Zakrzewski
Investor Relations
iz@verdepotash.com
+1 (416) 844-7337