

# THE PHOENIX



TK is an innovative fertilizer developed by Verde Potash plc. Its proprietary production process gathers in a single grain a high concentration of nutrients: potassium, calcium, magnesium and silicon.

## BRAZIL TO INCREASE DEPENDENCE ON FERTILIZER IMPORTS

With 75% of fertilizers used in Brazil being purchased abroad, Brazil faces the risk of an increase in product imports each year if no new investments in national production are made.

The reason is that Brazilian consumption of fertilizers increases at a rate of 4% each year – 2x faster than the global average.

José Carlos Polidoro, from the Brazilian Agriculture Research Company (Embrapa) states that Brazil needs a national policy for the subject “because it is a sector that requires high investments in the process of mining and manufacturing”.

According to the Agriculture Department, there’s a possibility of a new national

Fertilizer Plan, or even the adoption of the one made in 2010, that was not implemented.<sup>1</sup>

## THERMOPOTASH IS A SMART SOLUTION TO CURRENT AGRICULTURAL ISSUES

*“Brazil’s worst drought in history prompts protests and blackouts” – [www.theguardian.com](http://www.theguardian.com)*

“Lights go out, internet is cut for days, and agriculture is suffering as crisis spreads from São Paulo to Rio de Janeiro and beyond”.

“Agriculture is suffering with international impacts. Production of arabica coffee beans – a commodity that Brazil supplies in far greater bulk than any other country – fell 15% last year pushing up the global price of the commodity by almost half. Growers in Minas Gerais said rainfall was just 900 millimetres last year, about half its usual level.

As coffee has a two-year growing cycle, the impacts will be felt next year too even if the rains return. Sugar and ethanol output has also been hit.”

Drought in Brazil brings a sense of urgency in using better quality fertilizers. ThermoPotash is the best solution against drought due to its high concentration of plant available silicon. Silicon plays an important role in enhancing plant resistance to environmental stress. Silicon helps plants deal with hydric stress.

[Read the full article here](#)

## COFFEE DRIVES MINAS GERAIS’ AGRIBUSINESS VALUE INCREASE

The Gross Domestic Agribusiness Product increased by 6.2% at the beginning of the year and now is worth R\$29.4 billion (~US\$10.2 billion).

<sup>1</sup><http://agenciabrasil.ebc.com.br/pesquisa-e-inovacao/noticia/2014-10/reducao-da-importacao-de-fertilizantes-requer-novos-> accessed on 02-24-2015 (Adapted)

Coffee was the main highlight. According to Faemg's data, the Gross product for the culture was estimated at R\$11.16 billion (~US\$3.9 billion), an increase in value of 17.6% in comparison to January 2014.

On the other hand, the livestock sector presented a decrease of 0.3%, estimated at R\$ 21.9 billion (~US\$7.6 billion).<sup>2</sup>



### ***Verde's ThermoPotash Improves The Quality Of Coffee***

Results of tests established that the quality of coffee, when grown using ThermoPotash, is higher than the quality of coffee grown using potassium chloride ("KCl").

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

**FOR SHAREHOLDER  
FEEDBACK OR  
QUESTIONS, PLEASE  
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Easy to apply, uniform and high agronomic efficiency, TK provides nutrients synchronously with the nutritional needs of the plant, avoiding losses and generating residual effect.

Fertilizer approved for use in organic agriculture (IBD Certifications).



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<sup>2</sup> [http://diariodocomercio.com.br/noticia.php?tit=cafe\\_puxa\\_o\\_valor\\_da\\_agropecuaria\\_mineira&id=149439](http://diariodocomercio.com.br/noticia.php?tit=cafe_puxa_o_valor_da_agropecuaria_mineira&id=149439)- accessed on 02-23-2015 (Adapted)