

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.



AGRIBUSINESS IN BRAZIL

FIVE BRAZILIAN STATES CONCENTRATE MORE THAN HALF OF 2014 EXPORTS

In 2014, agribusiness exports were concentrated in five Brazilian states together accounting for 67.9% of total exports. The States of São Paulo, Matos Grosso, Paraná, Rio Grande do Sul and Minas Gerais sum up to US\$ 65.99 billion according to data presented by the Agriculture, Realstock and Supply Ministry on January 15th.

In *Minas Gerais State*, Verde's prime target market and where the project is located, coffee produced an income of US\$ 4.12 billion, followed by meat, with US\$ 975 million. The State generated US\$ 8.09 billion¹.

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").

Cristiano Veloso, President & CEO, commented: "Over one third of the world's coffee production is grown less than a 10 hour drive from the Cerrado Verde Project. On average, coffee requires up to three times more potash than soybeans and two times more potash than corn each year. ThermoPotash can potentially supply this market and be a key determinant in producing superior quality coffee which justifies a higher price."

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

In an earlier press release, Verde announced that field tests conducted by the Company in conjunction with EPAMIG (the Agricultural Research Company of Minas Gerais) demonstrated that ThermoPotash was more efficient in the delivery of potassium than KCl generating an equivalent coffee yield while using 36% of the potash that was applied to the KCl test plots.

For the full September 2013 press release, [click here](#).

BRAZILIAN POLITICS & ECONOMY

NEW AGRICULTURE MINISTER KÁTIA ABREU TAKES UP POST ON JANUARY 5TH

Katia was president of the Brazilian Confederation of Agriculture and livestock (CNA) and Senator of Tocantins. She will replace the previous minister Neri Geller.

The minister said that her main goals are bureaucracy reduction for the sector and enlargement of what she calls the rural middle class².

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“Brazil benchmark rate at 3-year high”
– *Financial Times*

“Central bank’s move comes as government struggles to rebuild trust in stagnant economy”

Read the full article [here](#).

2014 BRAZILIAN POTASH PRODUCTION AND IMPORTS

According to ANDA (Associação Nacional para Difusão de Adubos – the National Association for Diffusion of Fertilizers), last year Brazil imported 8.4M tons of KCl, a modest increase from 2013 imports of 8.1M tons. Vale, the only producer of KCl in Brazil, accounted for only 5% of the Brazil’s KCl consumption in 2014.

www.anda.org.br

**FOR SHAREHOLDER
FEEDBACK OR
QUESTIONS, PLEASE
EMAIL:**

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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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