

Results on the ground.



T H E B E S T F O R Y O U R C R O P S

 **agricola
internazionale**



T H E B E S T F O R

TABLE OF CONTENTS

ABOUT US	PAG.	5
OUR STORY	PAG.	7
KNOW HOW	PAG.	9
CORPORATE PHILOSOPHY	PAG.	11
VALUES	PAG.	13
OPERATIONAL APPROACH	PAG.	15
INNOVATION AND DEVELOPMENT	PAG.	17
LOGISTICS SERVICES	PAG.	19
PRODUCTS	PAG.	21



Over 34 years of experience in the field

TURNOVER:
8.100.000 EURO
(+22% SINCE 2010)

**QUANTITIES
OF SPECIAL PRODUCTS:**
74,000 LITERS
(+300% SINCE 2010)

QUANTITIES OF FERTILIZERS:
10,100 TONS
(+10% SINCE 2010)

PROFESSIONALISM, EXPERTISE AND EXPERIENCE

Founded in 1985, **Agricola Internazionale** is now an established and dynamic company based in Pisa. Since its foundation it has been a qualified partner, both from a technical and commercial point of view, for major international companies seeking to enter the Italian market.

Thanks to its historical partners, including **AlzChem Trostberg GmbH**, a leader in the production of special fertilizers and plant regulators, and **K+S KALI GmbH**, renowned for their potassium and magnesium-based organic fertilizers, **Agricola Internazionale** is, currently, undeniably an established company with deep roots throughout Italy, able to provide the most consistent answers to modern agriculture's most specific needs.

In 2011, in order to meet growing business needs, **Agricola Internazionale** moved its headquarters to the industrial area of Ospedaletto (Pisa), home to both the management and technical offices, as well as the new state-of-the-art warehouse in charge of **6 logistics platforms located throughout Italy**.



A family story of looking to the future

COMMITMENT AND PASSION SINCE 1983

Agricola Internazionale was founded in 1983, based on the idea, determination and commitment of one man: Roberto Castellani. A skilled man with a great passion for the land, for agriculture and motivated by an urge to make a splash, in 1985 he had already transformed that idea into reality, structuring his company and beginning a journey that today, 34 years later, is carried on with the same strength and passion by his wife, Stefania and his two sons, **Michele** and **Andrea Roberto Castellani**.

TIMELINE

1983	Agricola Internazionale is founded
1985	The company has a definitive corporate structure
1987	Start of the partnership with K+S
1990	Becomes official distributor of SKW calcium cyanamide
2000	Becomes a Dormex® distributor for central and southern Italy
2001	Becomes official Dormex® Italy distributor
2002	From SKW to Degussa
2006	BREAK THRU® S 240 Degussa (Goldsmith) Becomes official Sitofex® distributor for Italy Degussa (ex SKW) Alzchem
2008	Becomes EVONIK distributor for the Italian super-spreader market Becomes a Tegoplant® distributor for the Italian market
2010	Agricola Internazionale begins to market its own brand products
2013	Becomes a Kelpak® distributor for the Italian market
2015	Starts collaboration with Nufarm
2016	Participates in the launch of Prev-Am® plus on the Italian market Expands the range of special fertilizers and plant regulators
2019	Begins collaboration with Zeocel group (zeolite, kaolin and soft soap)



Learn more about the land and crops

FOR MODERN, SPECIALIZED AGRICULTURE, RESPECTFUL OF THE LAND AND THE ENVIRONMENT

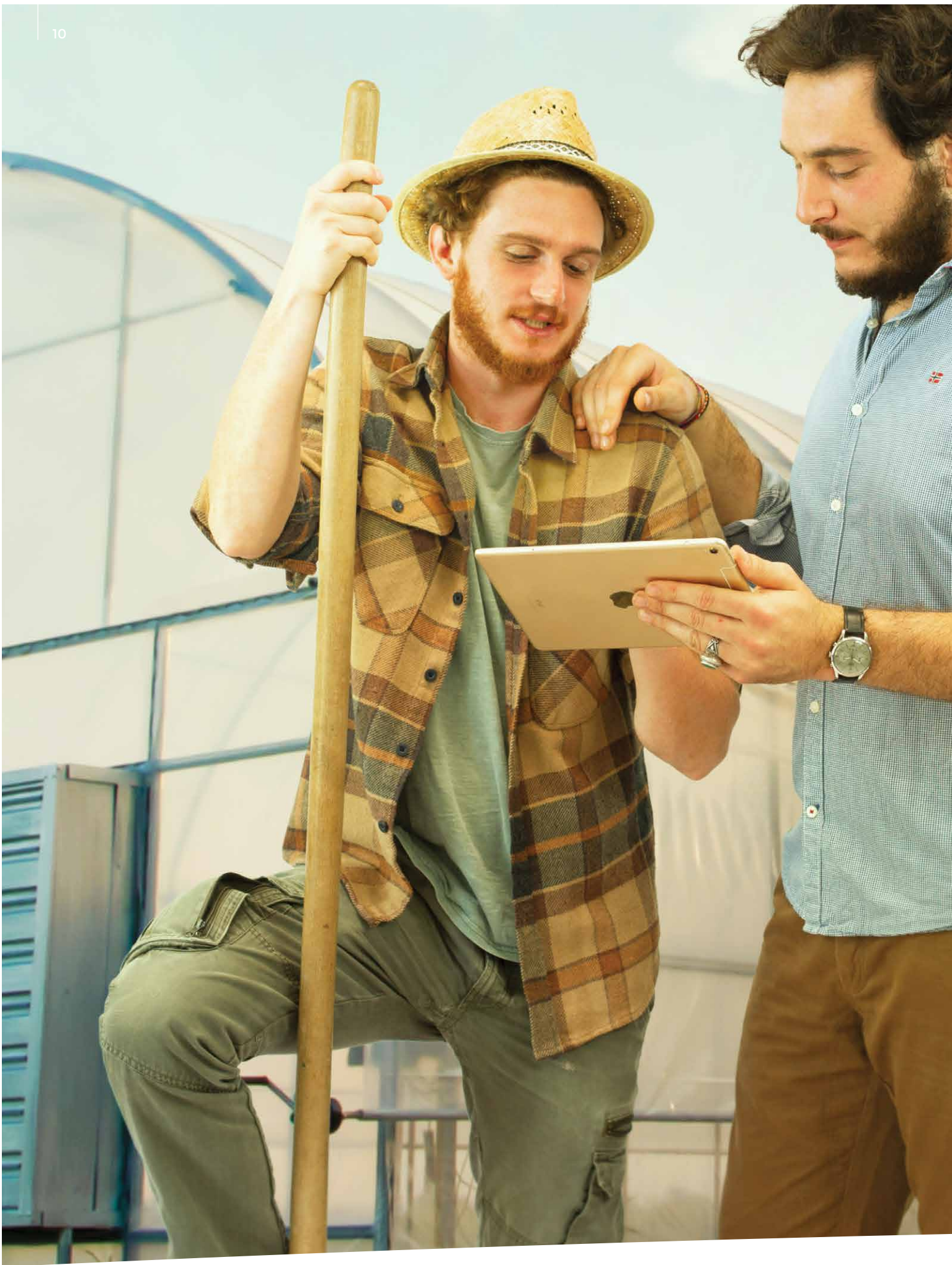
VISION:

IN AN INCREASINGLY POPULATED PLANET, THE PROPER USE OF NATURAL RESOURCES AND FOOD PRODUCTION WILL BE INCREASINGLY IMPORTANT. IN THIS SENSE, THE ENVIRONMENTAL PROTECTION OF LANDS AND THE WELL-BEING AND HEALTH OF PEOPLE WILL DEPEND ON THE DEVELOPMENT OF AN INCREASINGLY SPECIALIZED, SUSTAINABLE AND EFFICIENT AGRICULTURE THAT IS RESPECTFUL OF BIODIVERSITY.

A defining characteristic of **Agricola Internazionale** is a deep connection, rooted in knowledge and respect, with the different production areas of our country. This connection is the result of direct contact with those who live, work and cultivate on those lands.

This connection, in a landscape as varied and rich in biodiversity as Italy's, allows **Agricola Internazionale** to approach two seemingly distant worlds: the local intricacies of our land and our many crops, as well as the increasingly globalized and competitive market of fertilizers, bio-stimulants, plant protection and agricultural products in general.

By bringing together two tiers of rural knowledge: on one hand, that linked to the local agricultural economy and, on the other, that of innovation, development and market strategies of major brands and multi-nationals, **Agricola Internazionale** represents an important connection between the users of the products it distributes (farmers) and the suppliers who produce them.



360° Quality

FOR AGRICOLA INTERNAZIONALE, QUALITY IS UNDERSTOOD AS PRODUCT QUALITY, BUT ALSO AS QUALITY MANAGEMENT, I.E. QUALITY EXTENDED TO ALL SECTORS OF THE COMPANY, FROM PRODUCTION TO SERVICES, RIGHT UP TO THE FINAL USE OF THE PRODUCT.

PRODUCT QUALITY

The companies that entrust **Agricola Internazionale** with marketing their products in the national territory are certified both in terms of production processes and environmental management systems. The products marketed by us are certified, so as to guarantee our customers safety on the title and compliance with all applicable regulations.

QUALITY OF SERVICE

The quality of services includes technical assistance, the organization of field tests, the relationship with official bodies and producer organisations. The quality of services goes hand in hand with efficient logistics, which allows **Agricola Internazionale** to guarantee flexibility, thoroughness and timeliness in deliveries and also in giving advisory assistance to farmers and farms.

QUALITY OF MANAGEMENT

In 2008 **Agricola Internazionale** obtained the quality management system **certification 9001:2000**. This certification has been included in a project aimed at the pursuit of total quality, understood as a true corporate culture, which takes the form of planning, control and improvement of operational, production and decision-making processes.





Love and passion for the land

The system of values that inspires **Agricola Internazionale** is born from the relationship with the land and Italian rural culture, a world in which most of the positive references we are inspired by are rooted in the mists of time. Those who cultivate the land with love and passion soon learn what respect is. They learn that cheating does not pay; that experience, seriousness and commitment are the first tools of the trade and that our bond with nature is a heritage to be cared for and safeguarded.

Passion and commitment: passion and commitment represent the foundations of our business, what fuels our enthusiasm. We learned it from those who founded this company but also from our customers who know very well how much the land and agriculture require competence, but also love, dedication and effort.

Environmental and social sustainability: **Agricola Internazionale** is born out of respect and love for the land. Sustainability and attention to environmental issues are part of the company's DNA. A natural predisposition realized through the development and marketing of products with low environmental impact, capable of increasing crop productivity and soil fertility, while safeguarding plant health and allowing the sensible use of water resources.

Innovation and quality improvement: for **Agricola Internazionale**, innovation is now one of the fundamental requirements for being able to present itself to the market, not so much nor only as a sales-oriented concept, but rather as an element on which to base a constant approach to product, process and service improvement. From the scientific point of view, in addition to collaborating with various universities, R&D departments of commercial partners and accredited

research centres, **Agricola Internazionale** has invested in an internal technical office in charge of carrying out most of the development, testing, control and field testing activities of the marketed products and application solutions proposed to customers.

Quality of relations with customers, suppliers and stakeholders: being a point of reference and contact between users and producers, reliability is a primary objective for **Agricola Internazionale**. Reliability, which is the true premise of any commercial approach, is the basis of the quality of relations with customers, suppliers and, more generally, with all company participants. Punctuality in replying, availability and kindness, personalized service, completeness and depth of information, efficiency in the management of orders and deliveries, and administrative transparency are the cornerstones of our approach to this relationship.

Honesty and transparency: honesty and transparency is an indispensable principle. It is the basis of our culture and traditions and is reflected in all areas of the company: in the products, in the service, in the completeness of information, in the transparency of financial reports and public communications.

Enhancement and safety of human resources: **Agricola Internazionale** is committed to the professional growth of its collaborators and employees, supporting their skills and potential, helping them to boost their individual skills via constant training, supported by new methodologies and technologies. **Agricola Internazionale** also guarantees the health and safety of its workers by adopting methods and processes that comply with current regulations and is committed to combating all forms of discrimination, whether political, ethnic, gender or religious.





Skills and resources alongside farmers

FOR AN INCREASINGLY EVOLVED AGRICULTURE, BASED ON LISTENING, TRAINING AND SHARING WITH CUSTOMERS

MISSION:

AGRICOLA INTERNAZIONALE AIMS TO RESPOND TO THE GROWING NEEDS OF AN INCREASINGLY SPECIALIZED AGRICULTURE THROUGH THE PRODUCTION, SELECTION AND SUPPLY OF TAILORED PRODUCTS AND SOLUTIONS, ABLE TO HELP ITALIAN FARMERS TO INCREASE THE QUALITY AND YIELD OF THEIR CROPS IN A SAFE, SOCIALLY RESPONSIBLE AND ENVIRONMENTALLY FRIENDLY MANNER.

The real reference point of the company's activity is the customers with whom it establishes a relationship based on listening, training and the timeliness of product information and correct use.

The relationship with customers is also achieved by sharing experiences and understanding their specific needs that **Agricola Internazionale** then turns into impetus guiding the research and development activities of manufacturers.

This effort is made possible by the more than 30 highly specialized professionals who put their skills and experience to work every day in order to propose innovative and effective solutions for a specialized agriculture, attentive to the safety of operators and respectful of the environment. The sales network, made up of about 20 employees from the agricultural sector, is also selected on the basis of skills that are constantly updated and verified.

In addition to the commercial structure, there is also a technical office in the company consisting of specialized personnel that integrates training with studies from field tests and research and development sectors of partner companies.

The side-by-side operations includes several phases:

- **Define the objectives to be achieved with the customer**
- **Plan the intervention**
- **Select and provide the most suitable products**
- **Inform and train the customer in the correct use of the products**
- **Assist the customer throughout the production cycle**



Specialization, effectiveness and sustainability

RESEARCH AND INNOVATION AS A RESPONSE TO A CONSTANTLY DEMANDING AND SPECIALIZED MARKET

Agricola Internazionale considers innovation as the essential requirement to be able to effectively meet the needs of an increasingly demanding and specialized market. All marketed products, both own brand and distributed, go through various stages of testing and development carried out by the internal technical department in collaboration with the most accredited research centers, in addition to a joint research activity carried out in collaboration with its own partners.

This careful and meticulous work, and the subsequent implementation of innovative processes and field tests, is aimed at the continuous improvement of the product range, an improvement that is based on some fundamental objectives:

CREATE UNIQUE PRODUCTS

Able to meet crop specialization needs;

CREATE SUSTAINABLE PRODUCTS

Designed to protect the environment and people's health;

CREATE EFFECTIVE PRODUCTS

Able to generate economic returns and improve the competitiveness of farms.



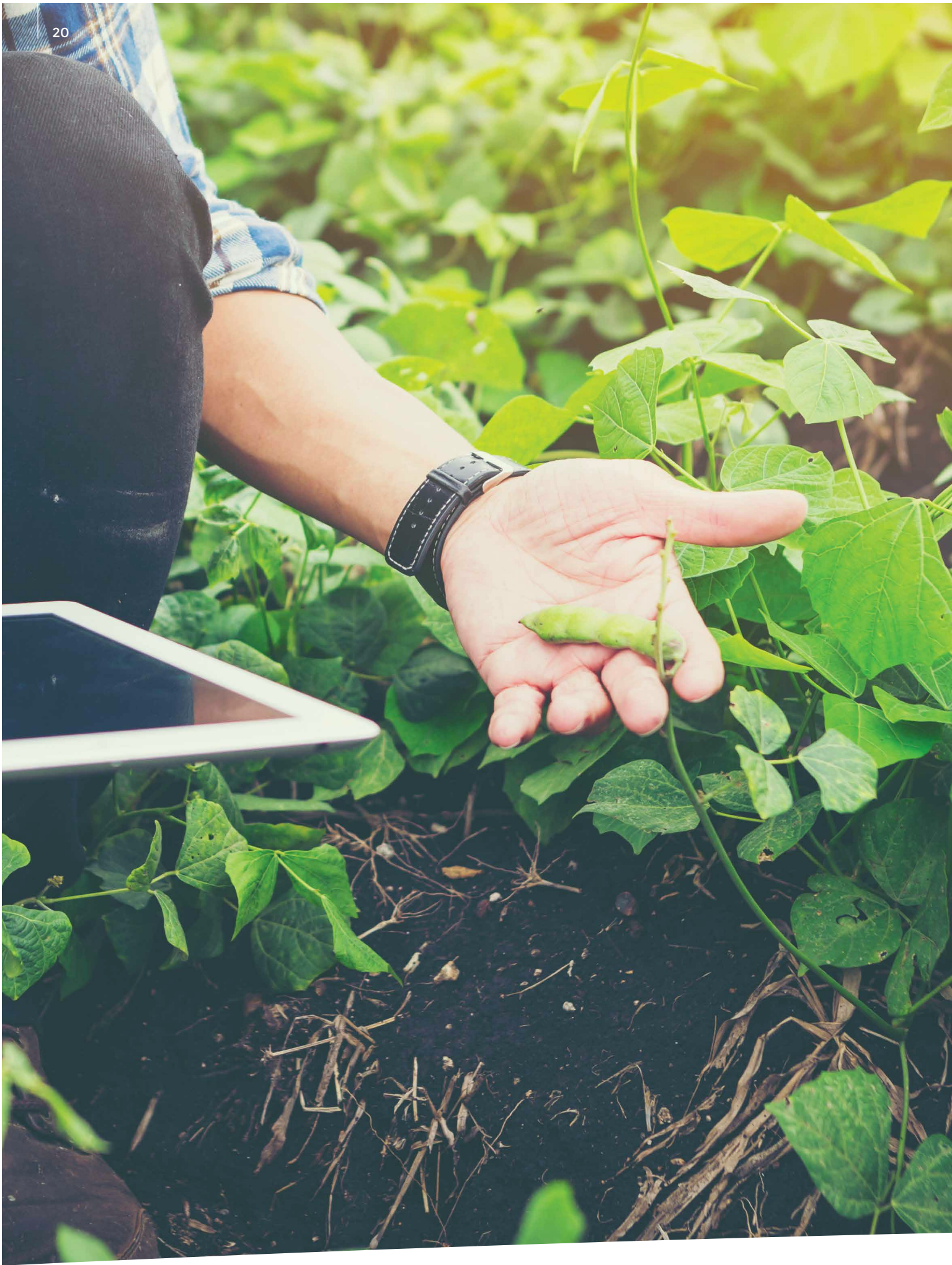
The product when and where it is needed

SEVEN STORAGE PLATFORMS DISTRIBUTED THROUGHOUT ITALY

Agricola Internazionale's logistics are based on 7 storage platforms: Pisa, Cuneo, Verona, Ravenna, Offida, Bari and Ragusa. Each warehouse, networked with the others to ensure effective and rapid stock management, has different storage areas for fertilizers (both granular and water-soluble), plant protection products and specialty products.

Thanks to this network, **Agricola Internazionale** is able to guarantee the widespread availability of its products throughout the country and to ensure short delivery times.

The strategic position of the platforms is the result of a careful analysis of the distribution in the territory of the actual demand and the potential of the products.



Everything you need in the right proportions

ITALIAN LEADER FOR MODERN AGRICULTURE OF SPECIAL FERTILIZERS, BIOSTIMULANTS, FERTILIZERS AND PLANT PROTECTION PRODUCTS

Agricola Internazionale has a complete range of **biostimulants, fertilizers, special fertilizers** and **plant protection products** for the specialized cultivation of fruits, vegetables and fourth range products.

All products in the catalogue are able to provide the best solutions in terms of nutrition, defence and biostimulation of plants, respecting the correct dosages and application methods. Even in conditions of stress, they increase quality and yield per hectare, improve soil fertility and promote the sensible use of water resources.

The technical service of **Agricola Internazionale** is constantly available to its customers to provide the documentation and information necessary for the correct use of its products.

MAIN PARTNERS:





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