



## **ADAMA and Ceradis Sign Crop Protection R&D Agreement to Develop Highly Effective, Sustainable Products**

*Cooperation aims to increase the performance of active ingredients while lowering dose rates by integrating Ceradis' technology in ADAMA's products*

**TEL AVIV, ISRAEL and WAGENINGEN, the NETHERLANDS, November 2nd, 2017** – ADAMA and Ceradis B.V. announced they have entered into an R&D agreement to develop new, innovative and sustainable crop protection products based on ADAMA's active ingredients and Ceradis' technology.

ADAMA is one of the world's leading crop protection companies. Ceradis develops and sells innovative, environmentally friendly products for plant nutrition & crop protection. The agreement's goal is to deliver new crop protection products to farmers with similar or better efficacy rates and ease of handling, while reducing the required dose rate of active ingredients.

Ceradis is focused on answering one of the biggest challenges facing the crop protection industry: how to provide effective solutions to farmers while ensuring their sustainability through significantly lowering dose rates. Ceradis has developed a very versatile encapsulation platform which has shown great promise in our first trials. I believe we can expect viable commercial products to emerge from our research." states **Willem-Jan Meulemeesters, CEO of Ceradis**.

**Dr. Elad Shabtai, VP Innovation, Development and Research, and Regulatory Affairs, at ADAMA:** "ADAMA is recognized for our highly effective solutions and our strong commitment to providing farmers with simple solutions to their complex problems. We are equally committed to developing products that are sustainable and safe for workers, consumers and the environment. This partnership will allow us to deliver on both of these promises."

### **About ADAMA:**

Adama Agricultural Solutions Ltd., together with Hubei Sanonda Ltd, to be known as ADAMA, is one of the world's leading crop protection companies. We strive to Create Simplicity in Agriculture – offering farmers effective products and services that simplify their lives and help them grow. With one of the most comprehensive and diversified portfolios of differentiated, quality products, our 6,600-strong team reaches farmers in over 100 countries, providing them with solutions to control weeds, insects and disease, and improve their yields. For more information, visit us at [www.adama.com](http://www.adama.com) and follow us on Twitter® at [@AdamaAgri](https://twitter.com/AdamaAgri).

### **Contact:**

Efrat Dayan  
Head of Corporate Communications  
E-mail: [pr@adama.com](mailto:pr@adama.com)

### **About Ceradis:**

Ceradis B.V. develops and sells innovative environmental friendly products for plant nutrition & crop protection. We were founded as spin off from Wageningen University & Research (WUR) (Netherlands). We have developed and patented (biological) formulation additives that boost the efficacy of existing chemical Active Ingredients, resulting in a reduced rate of chemicals use per hectare of farmland and lower residues on the crop, making them more environmental friendly. We are also developing biofungicides based on macro-organisms or natural products. Ceradis has four formulation technology platforms, on the basis of which it can develop products. Some of our products are already being sold, with our current sales being mainly in Southern Europe and Latin America. For more information, visit us at [www.ceradis.com](http://www.ceradis.com).

**Contact:**

Willem-Jan Meulemeesters

CEO

E-mail: [info@ceradis.com](mailto:info@ceradis.com)