

# Informa

Agra Publishing

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Managing Director – Informa Agra

**informa**

# A Transition from Print to Online

*Agra - a traditional print based business...*

*...now under transition to an integrated service with a strong emphasis on delivering online business intelligence*

*This will allow growth of enterprise solutions while retaining the ability to reach the single subscribers*



# Focus on profitable market niches

*Constantly strengthen Agra's position as one of the leading publishers of business intelligence to the global agri-food industry and drive sustainable profit growth:*

- provide proprietary, high quality content
- add value through context and expert analysis
- focus on deep, profitable niche sectors
- drive high margin, renewable revenue
- leverage technology for digital publishing
- grow enterprise licence revenue



# Who buys our services and why

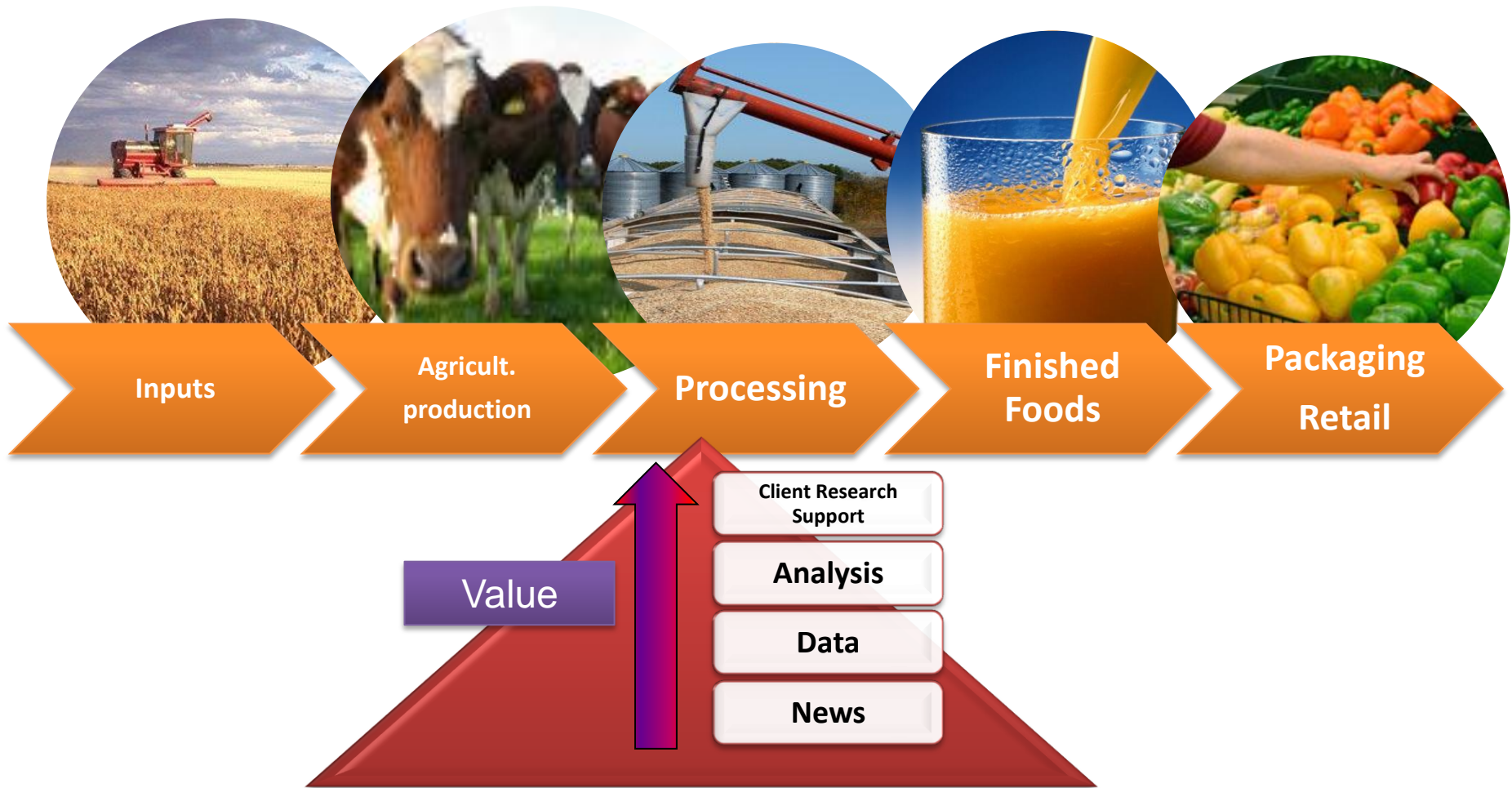
## **Client companies from following sectors**

Agrochemical  
Biotechnology  
Animal health  
Food processors and manufacturers  
Commodity trading  
Biofuels  
Retail  
FMCG  
Government bodies  
Banks

## Clients buy to obtain:

Market intelligence  
Competitor intelligence  
Product intelligence  
Commodity prices and trade data  
Regulatory affairs information

# Potential for growth across agri-food industry



# Market Leading Products across the industry



**Agrow**

Agrochem



**Animal  
Pharm**

Animal Health



**Agra Europe**

Agricult.  
policy



**Public Ledger**

Agricult.  
commodity



**Foodnews**

Processing &  
manufact.



**Verdict**  
(Datamonitor)

Retail sector

# Blue Chip Clients



Nestlé

Good Food, Good Life




MONSANTO



# Agra has moved away from its print legacy



# Agrow leading the online transition



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Features

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Home

HEADLINE NEWS

Global phase-out for endosulfan

05 May 2011

Parties to the Stockholm Convention on persistent organic pollutants (POPs) have agreed to ban the organochlorine insecticide/acaricide, endosulfan. Consensus was reached at the fifth Conference of ...

Env MEPs vote for broader criteria to ban GM crop cultivation...

Eighteen more ais re-registered in EU at second attempt...

COMPANY NEWS

Aceto up 28% in Q3

10 May 2011

The US company, Aceto (Port Washington, New York), recorded a 27.8% increase in crop protection sales to \$14.6 million in the three months ended March 31st 2011. The increase is attributed to last ...

Glyphosate boosts Aceto in Q3...


Syngenta sales up 10% in Q3...

Chemtura sales up 15% in Q1

10 May 2011

FEATURES

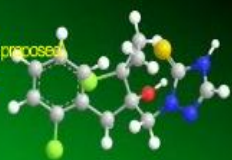
Annual Review: US industry seeks end to regulatory disarray



D0117

Prothioconazole (ISO proposed)

JAU 6476, AMS 21



A searchable database of profiles of 1,000s of agrochemical active ingredients - updated daily.


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Getting Started



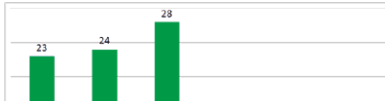
Comprehensive, up-to-date and searchable tool on agrochemical active ingredients

February 2011 Patent Watch

by Leila NABIH

Your monthly patent watch will now include a review on granted patents published on the same month. For granted patents, please scroll down to the last section of this email alert.

Insecticides took the lead in February 2011 with 28 published patent applications. Herbicides followed with 24 and fungicides were close behind with 23. There were seven additional published applications relevant to dual targeted action, of which one was herbicide/insecticide-related, three were fungicide/insecticide-related and three fungicide/herbicide-related. Agrow Intelligence examined a selection of 82 patents published in February 2011 from a total of 24 companies.



Category	Count
Insecticides	28
Herbicides	24
Fungicides	23

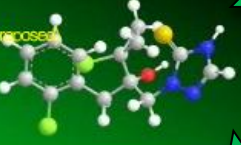
Agrow Intelligence

Agrow Intelligence is a searchable database of profiles of agrochemical active ingredients. It is regularly updated with the latest news and releases from the industry. The database provides clear and in-depth information on the physico-chemical properties, chemical families, mode of action, primary pest targets, crop applications, toxicity, and environmental impacts of the molecules as well as references to literature, patents published, field trials, and approval status per country.

It covers both chemical and biological fungicides, herbicides, & insecticides. You can access these profiles from our easy-to-use search screen

**AGROW INTELLIGENCE**

D0117  
Prothioconazole (ISO proposed)  
JAU 6476, AMS 21



A searchable database of profiles  
of 1,000s of agrochemical  
active ingredients - updated daily.

D0128

**ORYSASTROBIN**

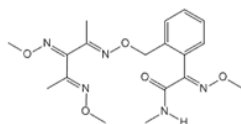
**COMMON NAME:** Orysastrobin (ISO provisionally approved)  
**CODE NOS:** BJL 002, BJL 003, 248593-16-0  
**TRADE NAMES:** Arashi  
**PRODUCT TYPE:** Fungicide  
**ORIGINATOR:** BASF  
**OWNERS:** BASF  
**CO-DEVELOPER:** Sungbo Chemicals, Sumitomo Chemical, Takeda Agro

**PRODUCT SUMMARY:** Orysastrobin is a novel strobilurin fungicide under development by BASF for the rice market. It provides systemic, protectant activity with a long residual effect against rice blast (*Pyricularia oryzae* = *Magnaporthe grisea*) and sheath blight (*Rhizoctonia solani* = *Thanatephorus cucumeris*). Acting mainly prevent infection, it can also stop post-infection mycelial growth. Orysastrobin is systemic and moves ropetally in the xylem. It has a wide application window, and is being developed in mixture with secticides to protect rice seedlings in nursery boxes and for application alone after transplanting.

e chemical structure includes a fully aliphatic side chain and constitutes a novel class within the obilurin family where the side chain in the commercialised and development products contains an omatic group.

Japan, orysastrobin has been evaluated in official trials since 2000 under the code numbers BJL-002 (% granule) and BJL-003 (3.3% granule). Trials continued into 2004.

**STRUCTURE:**



**ORYSASTROBIN**

Chemical Formula: C<sub>18</sub>H<sub>25</sub>N<sub>5</sub>O<sub>5</sub>  
 Exact Mass: 391.19  
 Molecular Weight: 391.42  
 Elemental Analysis: C, 55.23; H, 6.44; N, 17.89; O, 20.44

**MOLECULAR FORMULA:**

C<sub>18</sub>H<sub>25</sub>N<sub>5</sub>O<sub>5</sub>

**CHEMICAL NAMES:**

IUPAC (2E)-2-(methoxyimino)-2-[2-[(3E,5E,6E)-5-(methoxyimino)-4,6-dimethyl-2,8-dioxo-3,7-diazanona-3,6-dien-1-yl]phenyl]-N-methylacetamide  
 CAS (α,E)-α-(methoxyimino)-2-[(3E,5E,6E)-5-(methoxyimino)-4,6-dimethyl-2,8-dioxo-3,7-diaza-3,6-nonadien-1-yl]-N-methylbenzeneacetamide

**CHEMICAL TYPE:**

Strobilurin

**MODE OF ACTION:**

11 - Inhibition of Complex III: cytochrome bc1 at Qo site

**PRIMARY TARGETS:**

*Pyricularia oryzae*, *Rhizoctonia solani*

**CROP USES:**

Rice

**APPLICATION RATES:**

Nursery boxes	700 gai/ha
Paddy rice	660-990 gai/ha

**ACTIVITY SUMMARY:**

Orysastrobin moves acropetally from root and sheath uptake after application of granules to paddy water. Control of diseases on leaves and panicles and selectivity were consistently good over a wide application window, and under various soil and weather conditions.

BASF has reported excellent control of rice blast (*Pyricularia oryzae*, *Magnaporthe grisea*) and sheath blight (*Rhizoctonia solani* = *Thanatephorus cucumeris*) from orysastrobin alone and in mixtures with insecticides in trials in Japan.

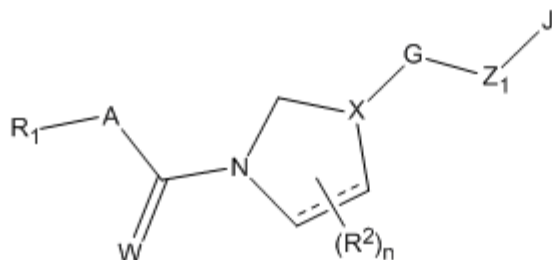
*deep product  
R&D analysis  
& intelligence*

D0253

**DUPONT CARBOXAMIDES DERIVATIVES****COMMON NAME:** DUPONT CARBOXAMIDE DERIVATIVE**PRODUCT TYPE:** Fungicide**ORIGINATOR:** DuPont**OWNERS:** DuPont


**PRODUCT SUMMARY:** Recently published patents from DuPont suggest the company is going through some research and development on a new compound with fungicidal activity.

This new fungicide is a carboxamide that would target Oomycete and other fungi and would be used on cereal and fruit crops. Diseases include *Plasmopora viticola*, *Phytophthora infestans*, *Alternaria solani*, *Erysiphe graminis*. Crops include grapes, tomatoes and wheat. The structure of the compound is quite general as the research seems only to have been started about a couple of years ago. (R<sub>1</sub> is a substituted phenyl or hetero-aromatic ring and G is a substituted 5-membered ring. For more details on the structure, recent patent WO2009094407A2 gives a much more detailed list of possibilities for radicals).


**STRUCTURE:**

Structure from EP2238133A2

# From print to integrated service



**Quote of the Week**  
"We're headed toward extremely tight stocks levels."  
Brad Anderson of Informa Economics on the reasons behind record maize prices



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**Daily News**  
**ICE US Review: Cocoa eases as political uncertainty continues**  
COCOA contracts traded on the ICE Futures US platform finished with small declines Friday with the ongoing uncertainty spurred on by the political situation, behind the weakness.  
[Read Article >>](#)


**CBOT Review: Soybeans see sharp gains**  
SOYBEAN futures on the Chicago Board of Trade were higher Friday, as the market found strength from traders unwinding long corn and short soybean spreads, analysts said.  
[Read Article >>](#)

**More News**  
Russia turns to Thailand for raw sugar supplies  
Growth seen for Brazil's feed output despite crop costs  
Locked in contracts lead to strong wheat crop in Ontario

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**INTERVIEW**  


**Ask the Analyst Service**  




POC 2011 Highlights  
7-9 March, Kuala Lumpur

**Public Ledger**

**Price Graphing Tool**  


Plot and download data back to 1997

## Today's News Headlines

### Daily Futures

**ICE US Review: Cocoa eases on spec bailout**  
Cocoa contracts traded on the ICE Futures US platform finished on the defensive Wednesday with declines in the outside commodity markets spurred on by fairly aggressive global investor liquidation of risky assets behind the downward price action.

**ICE Canada Review: Canola Falls with Commodity Sell-off**

**CBOT Review: Soybeans down amid commodity sell-off**  
SOYBEAN futures at the Chicago Board of Trade were weaker Wednesday, as broad-based selling in most other commodity markets spilled over to weigh values.

## Today's News Headlines

### Softs

**Ivorian mid-crop could lose 100,000 tonnes of cocoa**

IVORY Coast's mid-crop cocoa harvest may be slashed by a third from the expected 300,000 tonnes over security and logistics concerns in the world's biggest producer, although exports were expected to resume by the end of this week.

**Cuban sugar harvest ends up 6% above plan**  
**Brazil's centre-south cane crop falls behind schedule**  
**Political upheaval in Middle East weakens sugar demand**

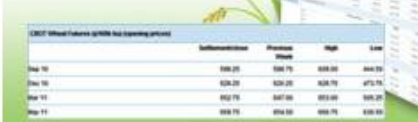
**Indonesia offers 2m hectares for sugar plantations**

INDONESIA'S forestry ministry has offered 2m hectares of degraded and forest land to be used as sugar plantations, as it looks to boost domestic output in Southeast Asia's largest sugar consumer, an official said on Wednesday.

### Oils/Oilseeds

### Daily Commodity Prices

Hundreds of markets at your fingertips



Commodity	Current Price	Change	High	Low
Gold	1200.00	+10.00	1210.00	1190.00
Silver	20.00	+0.50	20.50	19.50
Copper	3.50	+0.05	3.55	3.45
Platinum	900.00	+10.00	910.00	890.00
Palladium	1500.00	+20.00	1520.00	1480.00

### Price Graphing Tool



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## Oilseeds, Oils and Fats

### Palm Oil

### Futures

Kuala Lumpur palm oil futures (M\$/mt)

	Settlement/close	Previous Week	High	Low
May 11	3299	3289	3906	3261
Jun 11	3260	3236	3695	3236
Jul 11	3246	3235	3428	3235
Aug 11	3245	3245	3245	3245

Kuala Lumpur palm oil futures - total volume

	Settlement/close	Previous Week	High	Low
	19154	23004	48704	17041

### Physicals

Crude Malaysia/Sumatra cif Rotterdam (\$/mt)

	Settlement/close	Previous Week	High	Low
May 11/Jun 11	1125.00	1125.00	1335.00	1125.00

### Prices at: 18/04/2011

Monday - 18/04/2011

Tuesday - 12/04/2011

Wednesday - 13/04/2011

Thursday - 14/04/2011

Friday - 15/04/2011

Grains

Seeds and Pulses

Oilseeds, Oils and Fats

Soyabeans

Soya Oil

Rapeseed/Canola

Rapeseed Oil

Linseed/Flax

Copra

Palm Oil



### Read Latest Issue »

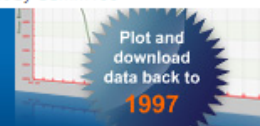
April 15 2011

Issue: 72725



Live Support by Comm100

### Price Graphing Tool



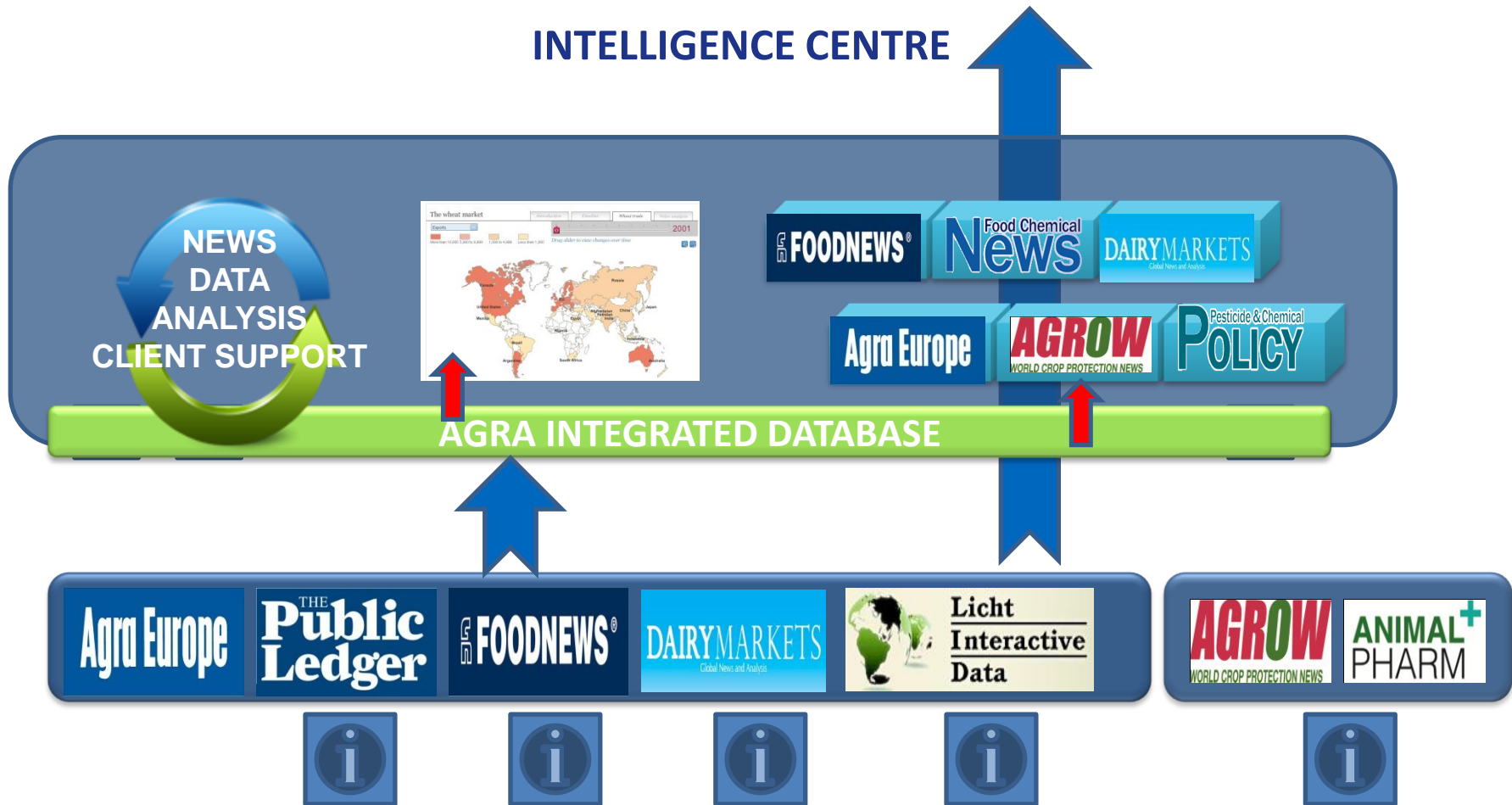
### Ask the Analyst Service



# Impacts of online transition

- Faster delivery of information to clients customised alerts
- Meets need of increasingly sophisticated online readers...
- ...but able to provide print-ready content
- Ability to track usage, understand needs
- Scaleable to new product development
- Scaleable to enterprises
- Contextual linking across content
- Ability to mine into deep verticals

# Well positioned for sustained growth



# Trends in the global agrifood market

- Increased urbanisation and income in Asia, Latin America
- Increased regulatory pressures due to health and food safety concerns
- More fish, meat, dairy, fruit & veg in diets
- Greater demand for ready meals, frozen and convenience foods
- Supermarket chains & food processors setting standards for food

# Opportunities for Agra

- develop local content and commercial presence in Asia, Latin America
- Build out coverage of key commodities and processed food sectors
- Develop dairy coverage
- Expand Agrow's biotech intelligence service
- Nutritional health