

Loveland rewards Nufarm adjuvant effort

A recent invitation from Loveland for Nufarm staff to visit the US also presented a nice surprise to the Australian group, picking up a number of sales awards.

Loveland Products Inc is one of the world's leading adjuvant manufacturers with markets in 50 countries in North and South America, Europe and Australasia. Nufarm is the sole Australian market distributor for their adjuvant products including LI 700, Activator, Bond and Designer.

In early October the visitors attended Loveland's third International Product Strategy Seminar in Miami, Florida. Nufarm's representatives were adjuvant business manager Dr Jorg Kitt, business development manager Steve Lacy, senior territory manager Philip Jobling, and research and development officer Mark Slatter.

"We were invited by the Loveland guys to attend their international Conference, which was a great opportunity to share technical information, new product developments and marketing strategies," said Jorg.

"With people attending from all parts of the world, it was a valuable time for our team to learn more about the various markets and strategies, and also further cement the relationship we have with Loveland."

At the close of the Seminar, the Nufarm group received three separate awards – the Marketing Excellence award for their Spraywise nozzle and adjuvant DVD/in-store television promotion, the Best Presentation award for Dr Kitt's efforts, and a special award for achieving the highest country sales volume for Loveland's flagship adjuvant, LI700.

"Receiving this kind of global recognition from Loveland is really gratifying," Jorg said.

"They are a great supplier to work with and have one of the best products in LI700. We have, for a long time, championed the unique benefits and extraordinary multifunctional attributes of this product which adds significant benefits to growers. So it's pleasing to be instrumental in increasing its use in Australia and globally.

"This kind of reward for effort and opportunity to learn the latest information from our international colleagues can only translate to better options for the Australian market.

"Ultimately, it can only be a good thing for us, our distribution partners and their growers."
