

**MEDIA RELEASE**

19 March, 2003

**Envirodrums target continues to rise**

One of the crop protection industry's most successful innovations is expected to reach a major milestone this year, with Nufarm and Crop Care predicting that sales of their envirodrum returnable containers will reach 130,000 over the current 12 months.

Nufarm pioneered the envirodrum – a 110 litre re-usable closed loop container system – in 1994. It won an Australian environmental packaging award for helping to address farm chemical container disposal issues and providing a system whereby farmers did not have any direct contact with the chemical.

Initially introduced with three products – Glyphosate CT, Triflur 480, and Amicide 500, the envirodrum found immediate success. Nufarm and Crop Care now market more than 20 products via the envirodrum system, with sales increasing by more than 15% year on year.

Last year, some 110,000 envirodrums were sold, with a 2003 target of 130,000 set to be achieved in the current 12 months.

Each drum has a lifespan of five years. While Nufarm says costs associated with the recovery, refurbishment and refilling of the containers has increased in recent years, the company remains committed to the program and to packaging innovations in general.

Some of those increased costs have been passed through to end users of the product, but the system is still significantly subsidised by the suppliers.

Nufarm's envirodrum innovation has been followed by other farm chemical suppliers. Nufarm and Crop Care, however, have a more than 70% share of all product sold in the returnable system containers.

-- end --

Further information: Robert Reis  
Corporate Affairs  
☎ (61 3) 9282 1177