

# HAIFA GROUP **A PIONEERING SPIRIT**

# WHO WE ARE

# Haifa - Who We Are

We are a global leading supplier of **Potassium Nitrate**, **Specialty Plant Nutrients** and **Industrial Chemicals**

We provide **Potassium Nitrate** for:

- 🌿 **Agriculture** - Specialty fertilizers for highly efficient agriculture
- 🌿 **Industry** - Technical products for diverse industries
- 🌿 **Thermo-Solar Power Plants**

We manufacture and market:

- 🌿 **Specialty Plant Nutrients**
- 🌿 **Food Additives**
- 🌿 **Technical Chemicals**

# History, Facts & Figures

- ❖ Israel-based multinational corporation
- ❖ Haifa (Haifa Chemicals Ltd.) was founded in 1966 by the Israeli government
- ❖ Aimed to utilize natural Israeli resources of Potash & Phosphate Rock found in the Negev Region
- ❖ Private ownership since 1989
- ❖ Owned by an American Holding Company controlled by the Trump Group





# History, Facts & Figures

- Annual production of 0.5 million tons of Potassium Nitrate
- 3 Production Plants:
  - Haifa Bay, Israel
  - Northern Negev, Israel
  - Lunel, France
- 12 subsidiaries with around 700 employees
- Annual turnover approx \$700 Million (2010)



# Haifa Market Focus

We develop and produce **Specialty Fertilizers** for:

- ☛ Enhancing plant nutrients
- ☛ Delivering added value of efficiency, crop-suitability and purity
- ☛ Enabling application convenience and environmental friendliness

We deliver **highly-efficient Agriculture Solutions** for:

- ☛ Supporting diverse farming practices
- ☛ Maximizing yields from given inputs of land, water and plant nutrients

# OUR VALUES – YOUR BENEFITS

# Haifa Values

## Farmer's Mind

We attempt to create **real solutions** for farmers worldwide, employing our **profound knowledge** of the markets and our familiarity with farmers' lives and needs.

This attitude shapes our activities and makes the difference for our customers.





# Haifa Values Pioneering

Haifa is a company with  
pioneering roots  
and a heritage  
that drives it  
to pioneer in every field  
it is active in.



## Pioneering Start

Our story began with pioneering in manufacturing, in products and in applications.

## Pioneering Philosophy

We constantly challenge ourselves to pioneer in the markets where we are leading players.

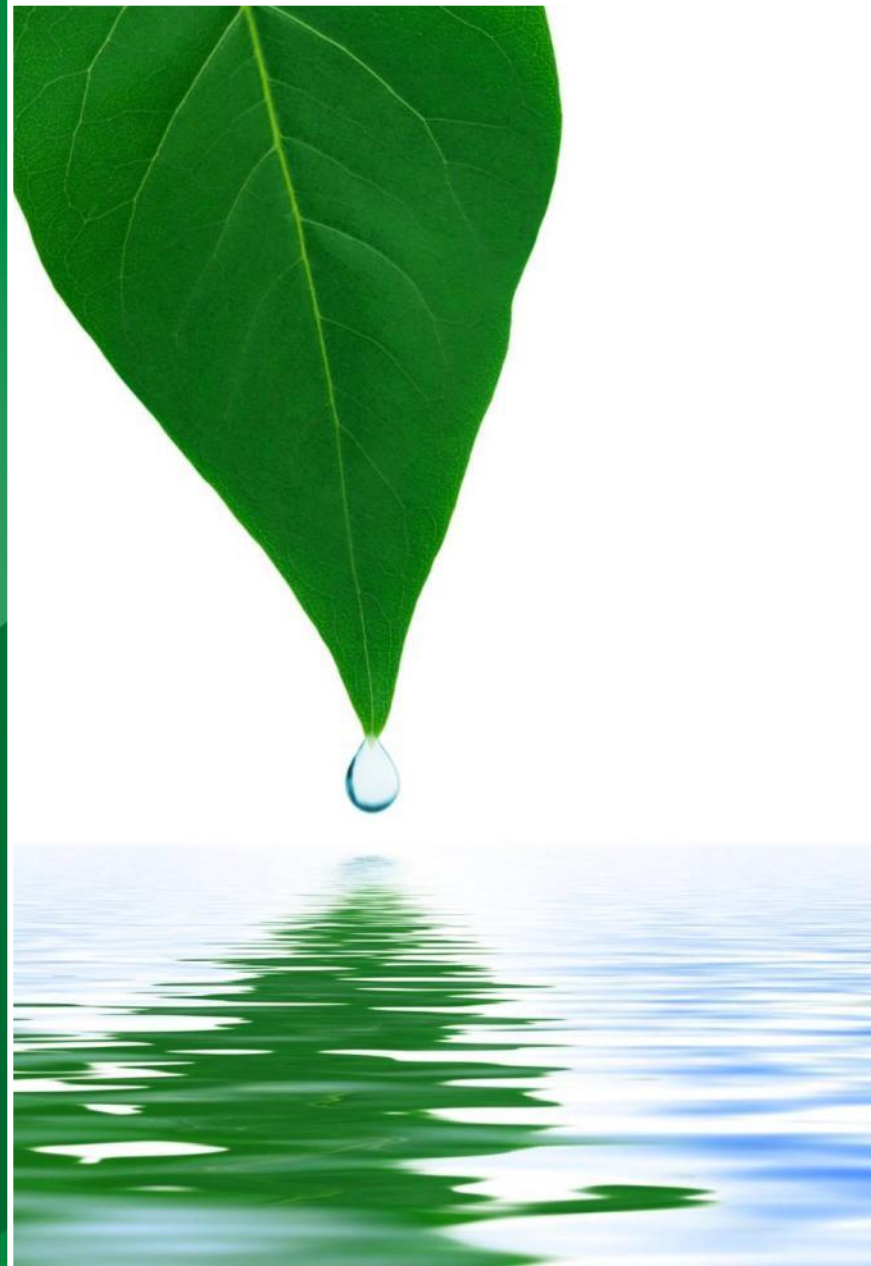


## Pioneering Products

We facilitate use of Potassium Nitrate and other ground-breaking plant nutrition products.

## Pioneering Methods

We bring Nutrigation and Controlled-Release Applications to existing markets while using them to create new markets.





## Pioneering Attitude

Creating inspirational solutions  
for the growing challenges of a  
changing world

## Pioneering Future

Improving plant nutrition,  
efficiency, profit, convenience  
and environment





# Pioneering in Business

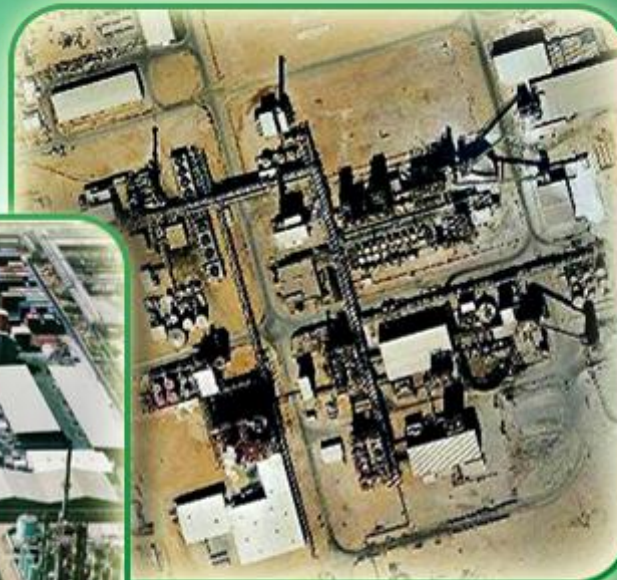
We **Pioneer the Business of Growth** using our experience and assets to support customers and farmers while ensuring their future.

- ❖ **Pioneering Solutions:** Providing cutting-edge solutions
- ❖ **Pioneering Offerings:** Delivering high quality products and service
- ❖ **Pioneering Partnership:** Maintaining long term relations with our customers
- ❖ **Pioneering Thinking:** Leveraging our strong global marketing structure

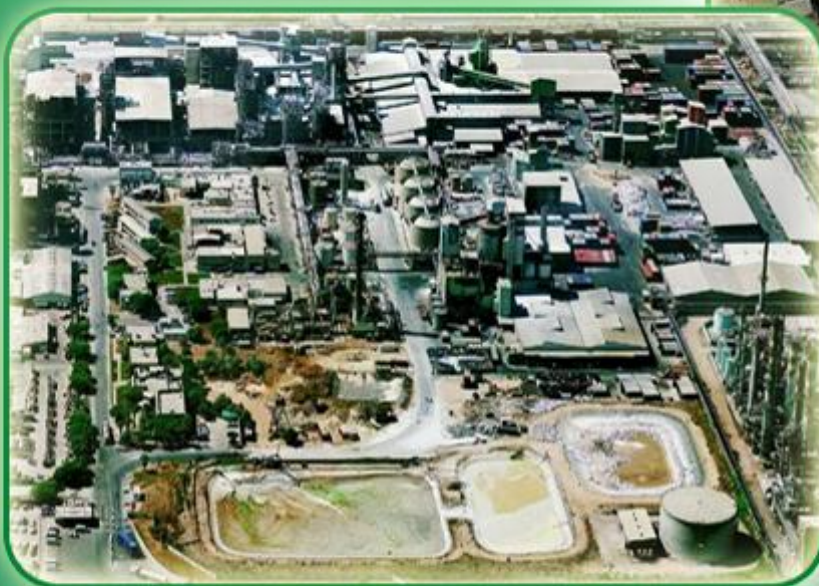
# PIONEERING PRODUCTION

# Production Sites

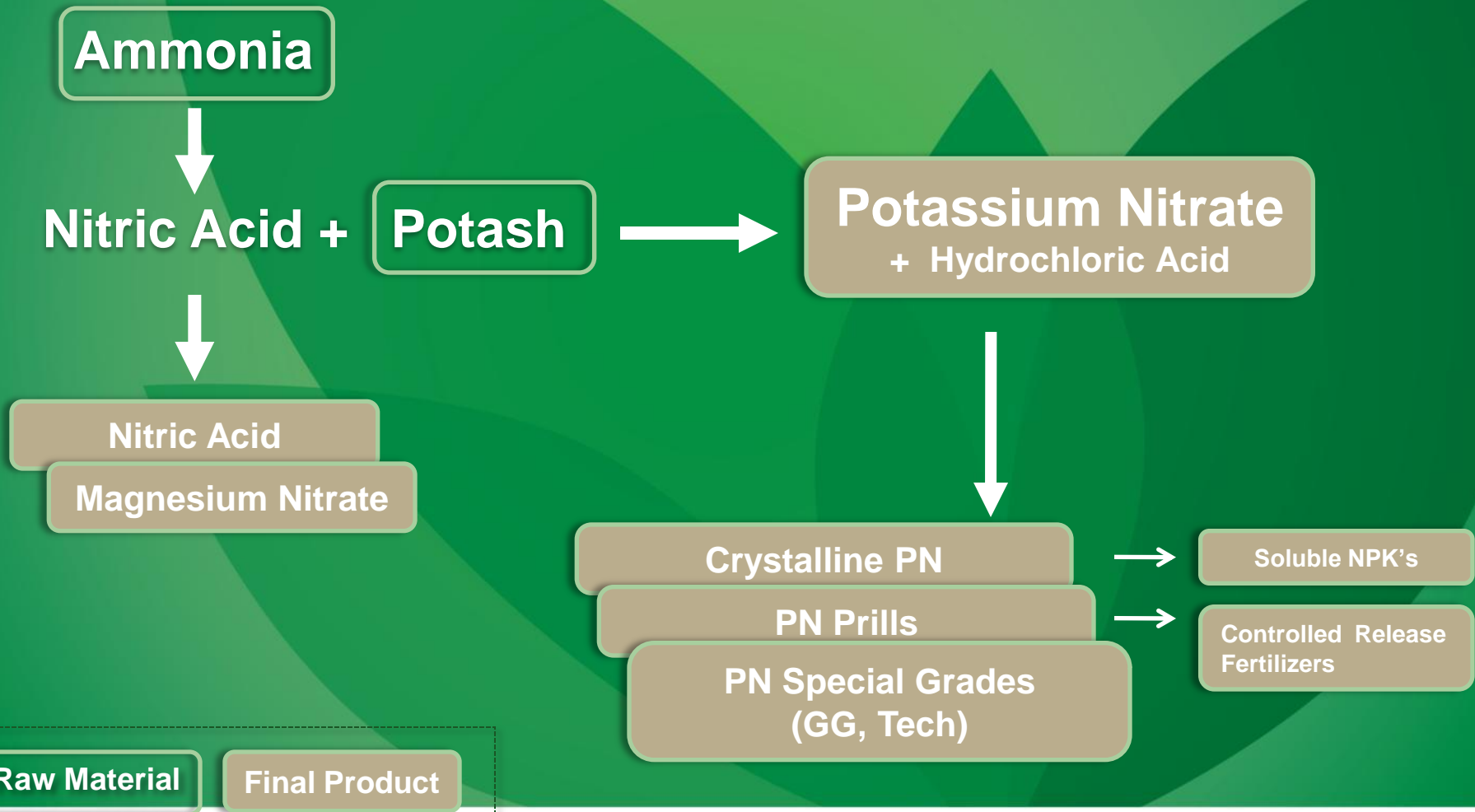
❖ Northern Negev, Israel



❖ Haifa Bay, Israel

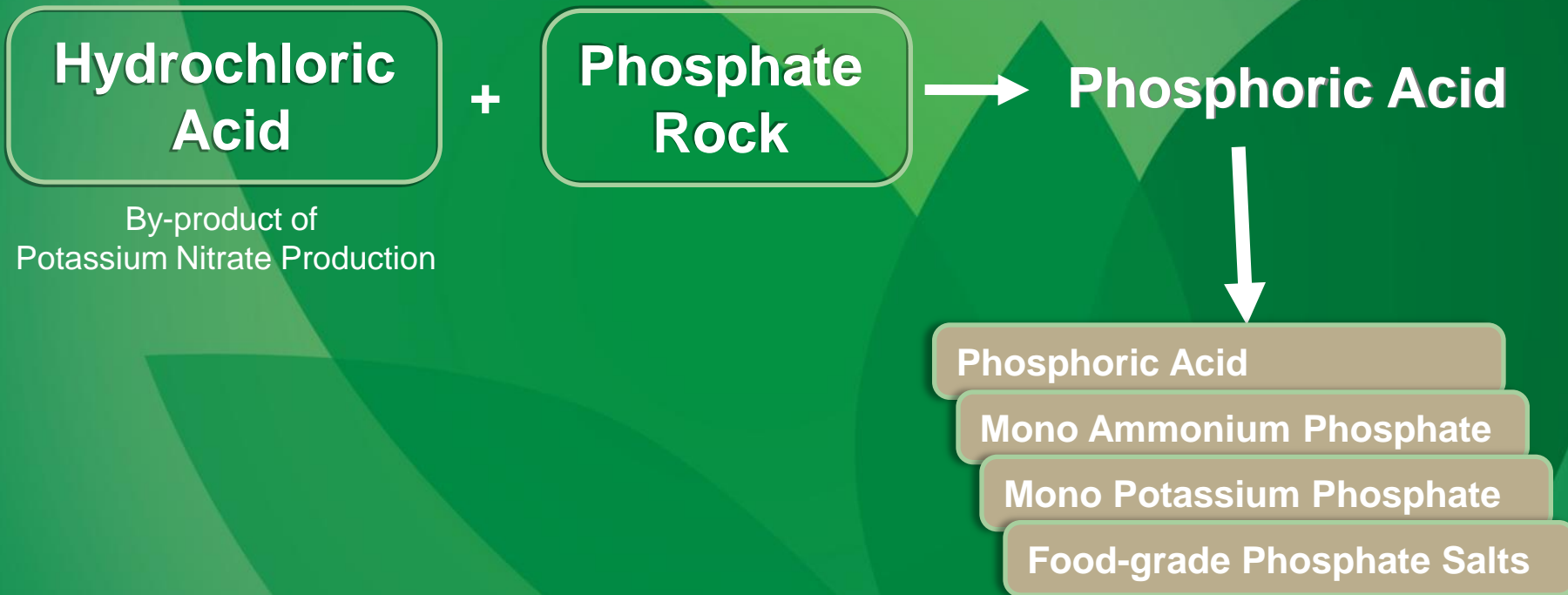


# Haifa Production Scheme





# Haifa Production Scheme



Raw Material

Final Product

# Industry Production Standards

- ✦ **Quality:** ISO 9001
- ✦ **Environment:** ISO 14001, TA LUFT 2002 (German Air Quality Standard)
- ✦ **Safety & Health:** ISO 18001
- ✦ **Special Certificates:**
  - ✦ Food-grade products: GMP, HACCP, Kosher, Halal
  - ✦ Controlled-release fertilizers: RHP



# Environmental Stewardship

Haifa is committed to environment-friendly production:

- ❧ **Greenhouse Gases Control**
- ❧ **Usage of Natural Gas**
- ❧ **Particle-Free Emissions**
- ❧ **Clean Effluents** that are clear and neutralized



# PIONEERING SOLUTIONS



# Pioneering Solutions

We offer specialized **nutrition schemes** that deliver specialty fertilizer products with user-friendly applications for providing:

- ❧ Precise plant requirements
- ❧ Precise timing
- ❧ Precise composition and dosing
- ❧ Precise placement



# Pioneering Solutions

Our Pioneering Solutions for plant nutrition yield enable:

- Maximum nutrient efficiency
- Optimal plant development
- Minimal environmental impact



# Pioneering Solutions

Our Plant Nutrition products support resourceful application methods:

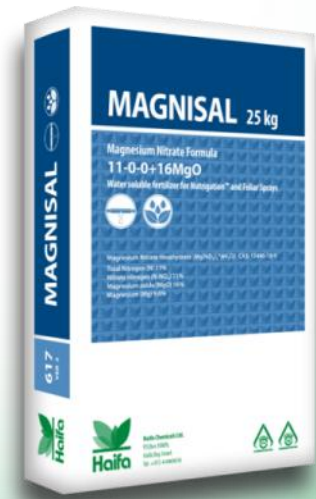
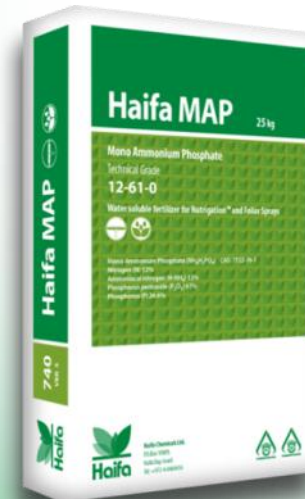
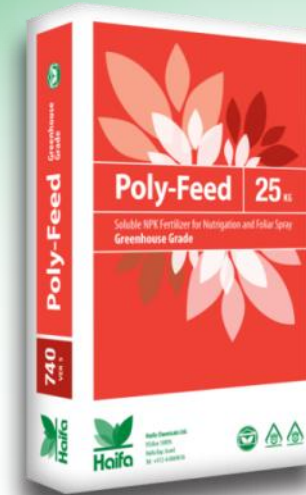
- ❧ Nutrigation™
- ❧ Foliar Feeding
- ❧ Controlled-Release Nutrition





# Water-Soluble Fertilizers

- Multi-K<sup>®</sup> Potassium Nitrate
- Haifa MAP Ammonium Phosphate
- Haifa MKP Potassium Phosphate
- Magnisal<sup>®</sup> Magnesium Nitrate
- Haifa Cal Calcium Nitrate
- Poly-Feed<sup>®</sup> NPK Fertilizers
- Haifa-Bonus Foliar Nutritional Formulae





# Water-Soluble Fertilizers

- ❧ **Haifa P<sup>®</sup>** Technical-grade phosphoric acid 85%
- ❧ **Haifa Micro<sup>®</sup>** Chelated micronutrients
- ❧ **Haifa VitaPhos-K<sup>®</sup>** Poly-phosphate for soilless Nutrigation<sup>™</sup>
- ❧ **Haifa ProteK<sup>®</sup>** Systemic PK fertilizer



# Controlled-Release Fertilizers

- ❖ **Multicote®** for nurseries and ornamentals
- ❖ **Multicote® Agri** for agriculture
- ❖ **CoteN™** for arable crops
- ❖ **Multicote® Turf** for turf and lawns



# Prilled & Granular Fertilizers

- ❧ Soil Application Products for base- and side-dressing
- ❧ Multi-K® Prills potassium nitrate
- ❧ Haifa Cal® Agri calcium nitrate
- ❧ Haifa Ter granular NPK fertilizers



# Food Phosphates

## The “Hi” Grade:

Wide range of phosphate salts:

- ❖ Mono-phosphates: MAP, MKP
- ❖ Ortho-phosphates: MSP, DSP & TSP, DKP, MCP, TCP
- ❖ Poly-phosphates: STPP, KTPP
- ❖ Pyro-phosphates: SAPP, TSPP, TKPP

Can be used in bakery, meat and all food industries

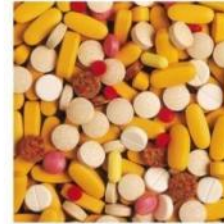




# Technical Grade Products

Potassium Nitrate & Phosphate Salts for:

- ❧ Cements & Ceramics
- ❧ Heat Transfer
- ❧ Detergents
- ❧ Electronics
- ❧ Glass
- ❧ Metal Treatment
- ❧ Mining & Drilling
- ❧ Pharmaceuticals & Cosmetics
- ❧ Textiles
- ❧ Water Treatment
- ❧ Wood & Paper



# Haifa-K Solar

## Potassium Nitrate for Solar Power Stations

- ❖ Molten Potassium Nitrate is used to store thermal energy in Solar Power Stations
- ❖ Nitrates possess high heat capacity
- ❖ Energy stored for up to 8 hours; enables electricity production at night



# PIONEERING SUPPORT



# Pioneering Support

## Our Global Marketing Network





<b>Subsidiary</b>	<b>Countries</b>
Haifa France	France, North Africa
Haifa North West Europe	North Europe, Poland, Baltic States
Haifa Iberia	Spain, Portugal
Haifa Italia	Italy
Haifa Southeast Europe	Greece, Romania, Bulgaria, F.Y.R.O.M., Albania, Turkey
Haifa South Africa	South Africa
Haifa South America	Brazil, Argentina, Chile
Haifa México	Mexico & Central America
Haifa North America	USA, Canada
Haifa Australia	Australia, New-Zealand
Haifa East Asia	Thailand, Japan, Korea, The Philippines, Vietnam, Malaysia, Indonesia, Myanmar

# Pioneering Support

We provide our customers with worldwide support through:

- ❧ Technical Consultancy
- ❧ Marketing Backup
- ❧ Training Seminars
- ❧ Customer Visits



# Pioneering Knowledge

Our solutions embrace all the know-how and experience we have gathered and developed over the years.

Users of Haifa Specialty Fertilizers can benefit from our:

- 🌱 Field Trials & Demo Sample Plots
- 🌱 On-line Recommendations
- 🌱 Research Center Collaborations



# Visitor Center

Our Visitor Center is a professional greenhouse offering demonstrations of products "at work".

- Communicating knowledge and knowhow
- Studying fertilizer application methods
- Showing equipment demonstrations
- Presenting closely monitored agronomical trials
- Sharing cutting-edge technologies for climate, irrigation and nutrition



# Haifa Website - A Living Community

- Contains a **treasure of knowledge and tools** related to plant nutrition
- Hosts a “**Living Community**” of agronomists, consultants and growers
- Presents an interactive platform for **sharing knowledge**
- Enables virtual conversations for **discussing professional issues**



# Haifa Website – A Living Community



English | Español

Choose language



Search | Enter Keyword(s)

All



[Advanced search >](#)

Pioneering the Future

Hello Guest,

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[Community](#)

## Pioneering products



Taneth Tavornapanitroj | Thailand

**Market development  
manager**

Our water soluble fertilizers supply optimal rates  
of nutrients ... »



## Knowledge Center & Community

### HAIFA Knowledge Center



#### Haifa Nutri-Net.

Advanced software availing comprehensive nutrition solutions to all  
users over the web. The nutrition schemes take into account... »

### HAIFA Community



#### What to do when it rains?

Advanced software availing comprehensive nutrition solutions to all  
users over the web ... »




Pioneering the Future






# Haifa Website - A Living Community


 **Knowledge Center & Community**

**HAIFA Knowledge Center**

 **Haifa Nutri-Net.**

Advanced software availing comprehensive nutrition solutions to all users over the web. The nutrition schemes take into account... »

Tags: nutrients, Crop, Soil


 **Teaspoon Feeding**

Advanced software availing comprehensive nutrition solutions to all users over the web. The nutrition schemes take into account... »

Tags: nutrients, Crop, Soil


[For more information click here »](#)

**HAIFA Community**

 **What to do when it rains?**

Advanced software availing comprehensive nutrition solutions to all users over the web... »


Tags: nutrients, Crop, Soil

 **A story about Pepper**


Advanced software availing comprehensive nutrition solutions to all users over the web... »

Tags: nutrients, Crop, Soil


[For more information click here »](#)

**Register & Share Your Knowledge**  
**GO!**


**Our Friends:**

**Danny Shalev | Israel**

**What to do when it rains?**  
Advanced software availing comprehensive nutrition solutions to all users over the web... »

**Danny Shalev | Israel**

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**Lookup for Solutions - Haifa Products & Knowledge**

Define your needs and requirements and get results.

The lookup tool helps you to reach a precise solution step-by-step. Which products are best for your crops and the knowledge how to

## News/ Events

- 26/9/2010 - New: STPP Super Quick Dissolved  
Haifa's Hi M 218 Super Quick Dissolved (SQD) is a food-grade STPP product, specifically developed for ice-cold brines.  
[Read more »](#)

# The Haifa Edge

- ❧ Industry Pioneer and world expert in Specialty Fertilizers
- ❧ Focus on farmers - their interests and benefits
- ❧ Solid, stable company with massive global presence
- ❧ Top quality operation standards
- ❧ Committed to well-being of employees, customers, community and environment





Thank You

