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New ADAMA plant in Brazil to manufacture key fungicide active ingredients (AIs)

13 February 2023 | News

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ADAMA, one of the world's leading crop protection companies, has opened a new multi-purpose plant (MPP) in Taquari, Brazil. The new plant produces key active ingredients (AIs) for the crop protection industry, including Prothioconazole, an important fungicide which protects Brazil's soybean crops against Asian Soybean Rust.Â

In the global fungicide market, Prothioconazole accounts for $1.2 billion in sales. Over $50 million has been invested in ADAMA's new plant, of which approximately 30% went to implementing sustainable practices.

With its global Prothioconazole manufacturing facilities, ADAMA is one of the top global producers and suppliers of this important molecule. With the MPP facility, ADAMA intends to launch a variety of prothioconazole-based products in Brazil within the next five years.

The new plant has the capacity to fully supply its global future pipeline of Prothioconazole-based products. ARMERO, one of ADAMA Brazil's leading products, is already in production.Â

Bruce Morris, Head of Active Ingredients Manufacturing & Sourcing explains, "The in-house production of this key active ingredient provides ADAMA a competitive advantage in Brazil, and reduces import. Our competitive, backward-integrated capability allows us to engage in new partnerships as a major supplier in the global Prothioconazole market".Â

In recent years, ADAMA Brazil launched several leading products including Armeroâ?¢ (fungicide); AraddoÂ® (herbicide) and ArremateÂ® (herbicide for pasture).Â