

How Policy Influence the World Fertilizer Market

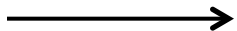
WORLD FERTILIZER TRADE IN 2010 : 99.24 M MT

Global Trade in 2010
(M tons of product)

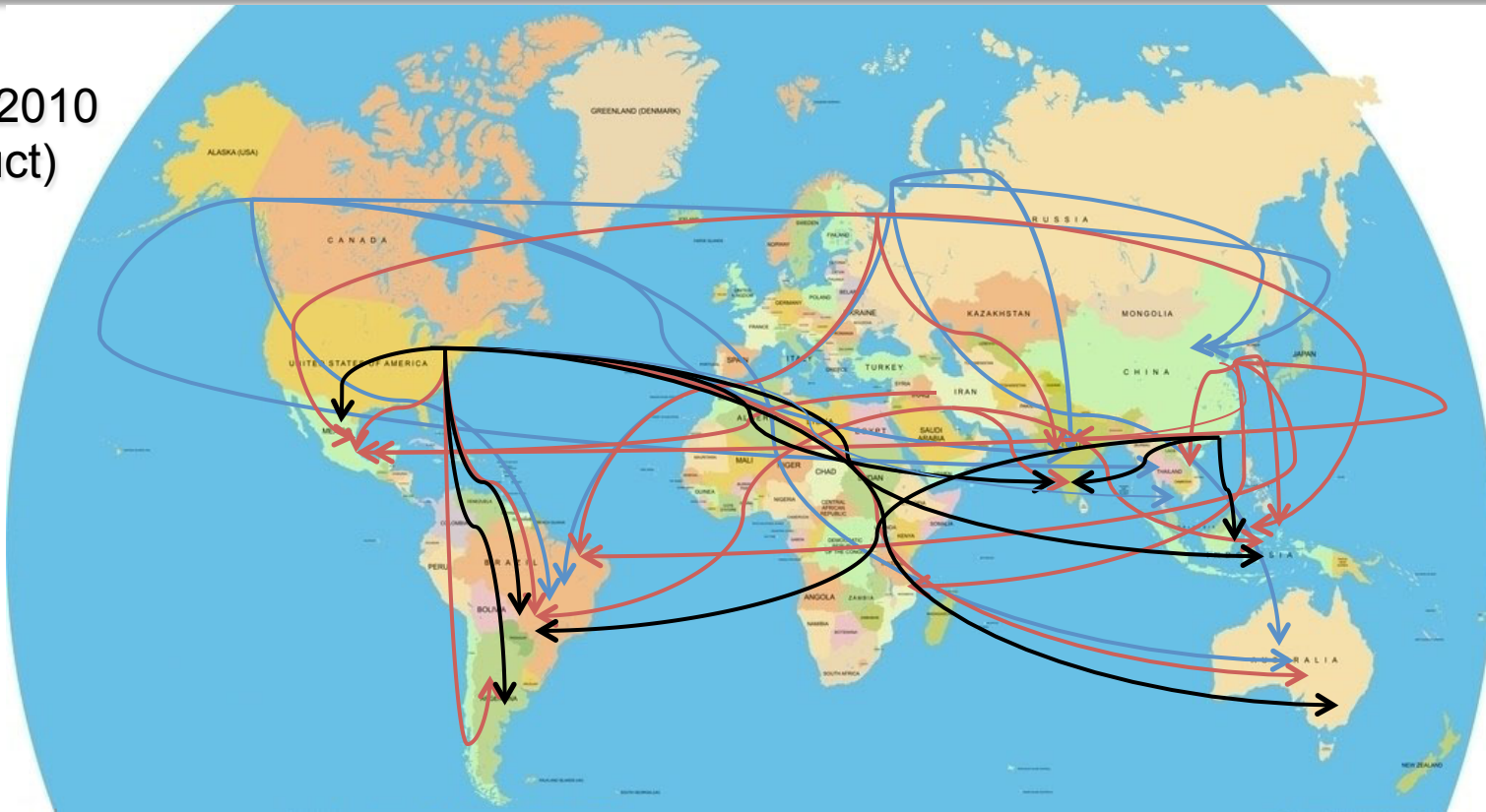
Urea 40.07



DAP 16.1



Potash 43.04



There are crops growing at every corner of the world, but fertilizer plants are scattered at different regions due to raw materials mainly; To move fertilizer to where they need it, called Trade; To get it and apply in your own field, you need Finance

Changing in China

In the 1990's Chinese government tried hard to boost grain output , so fertilization was most important way to achieve this target

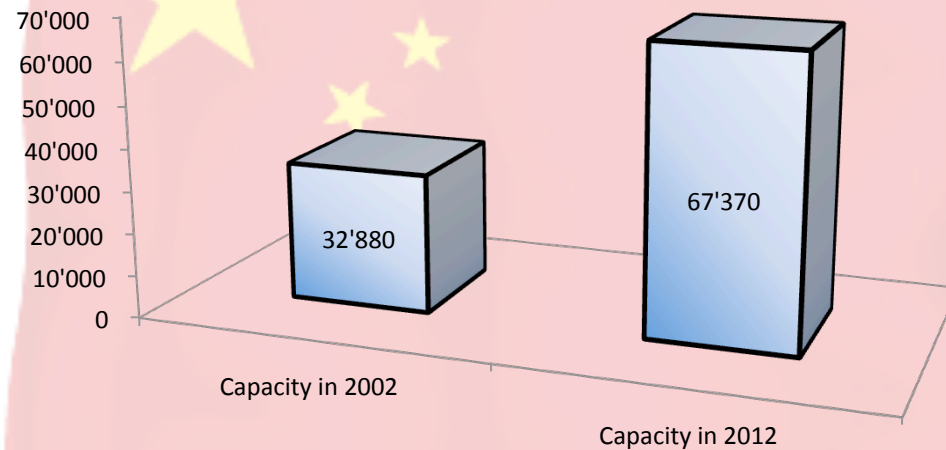
Chinese government had decided to increase fertilizers production by giving subsidies to raw materials, electricity etc. to producers

Fertilizer plants have been exempted from VAT

From a net importer of 15 m mt fertilizers in mid 1990, becomes an export of 15 m mt of Nitrogen and Phosphate in 2012.

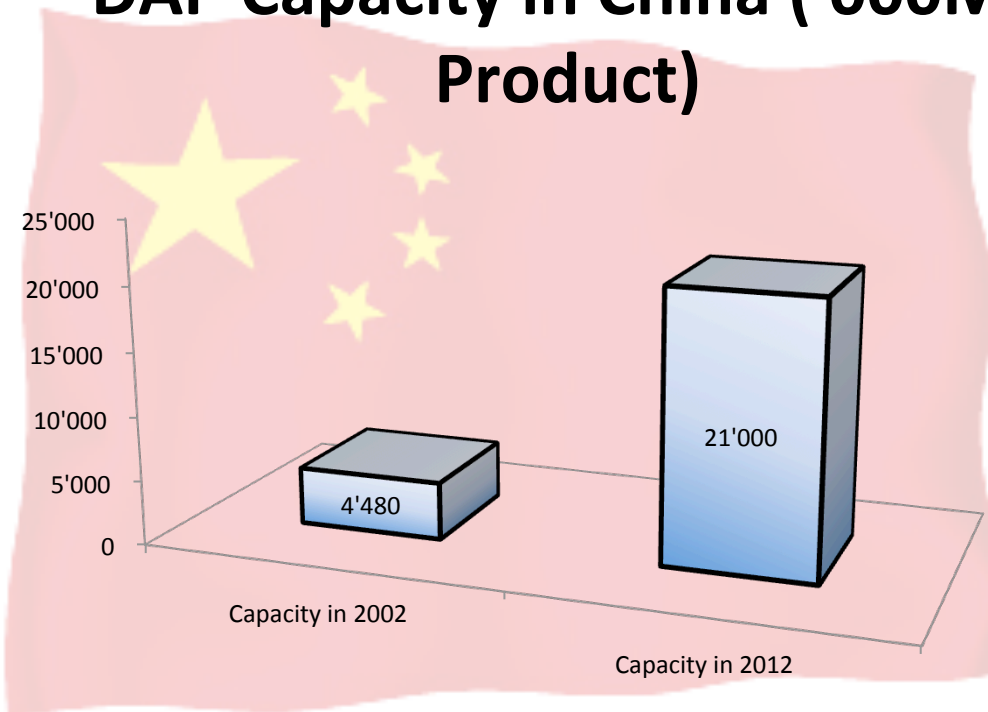
**Urea Capacity almost doubled to 67M MT
but consumption is only about 50 M MT**

Urea Capacity in China ('000MT Product)

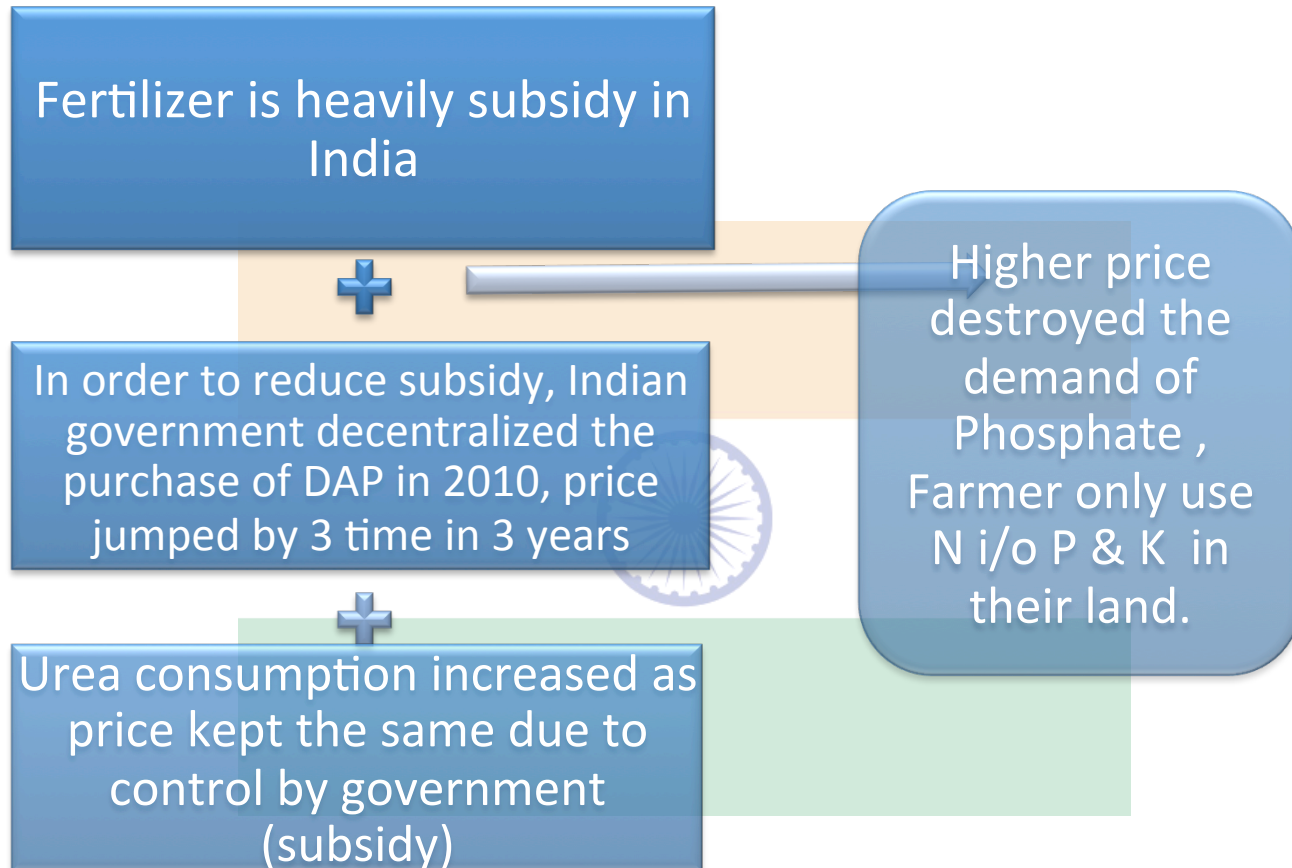


**DAP production increased 4 times to 21 M MT
but the domestic consumption is only about 7/8 MT**

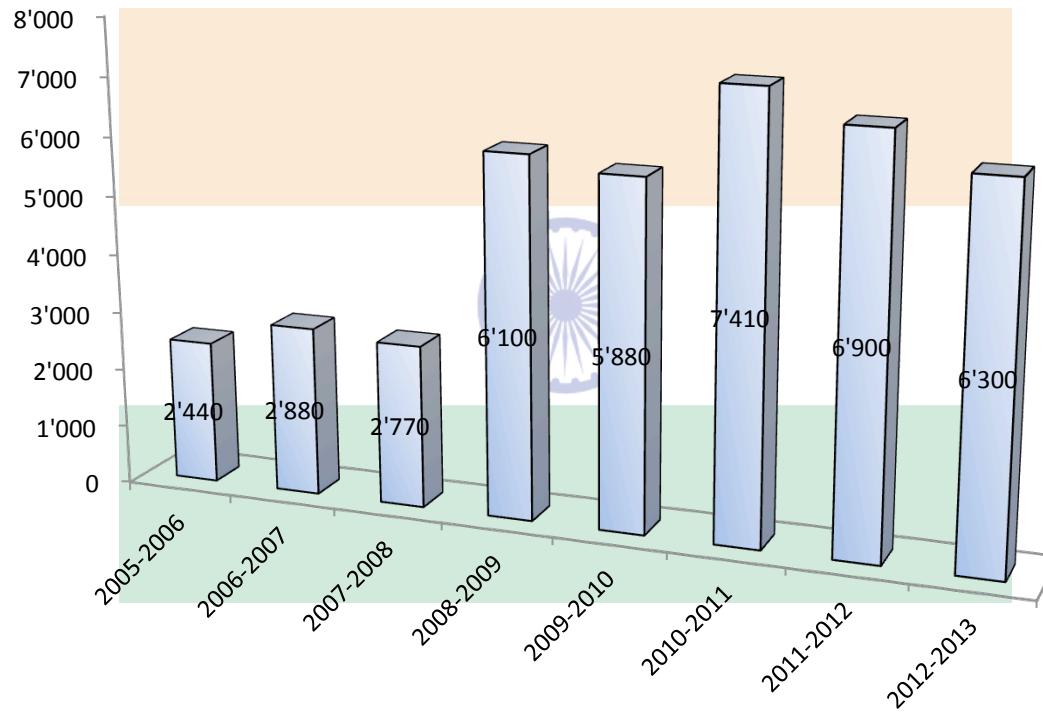
DAP Capacity in China ('000MT Product)



Subsidy in India



DAP Consumption in India ('000MT Product)

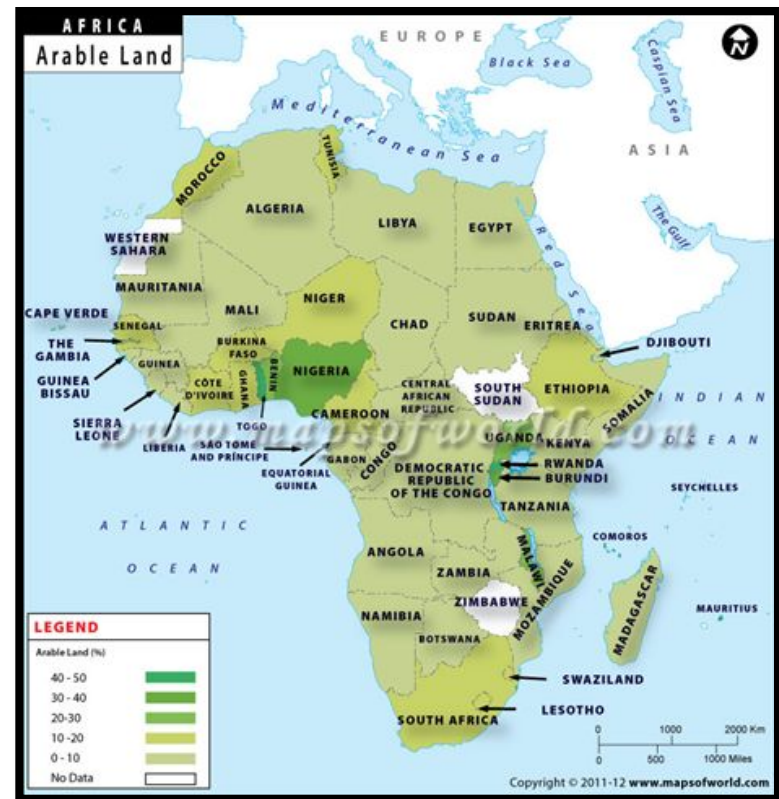


AFRICA HAPPENS TO BE THE CONTINENT WITH THE MOST ARABLE LAND IN THE WORLD !

The world has 1,387 M ha arable land.
60% of the world's available arable land is in Africa .

Enough rainfall per year to feed 9 billion people

A net importer of food, with Egypt being the world's biggest importer of wheat, and Nigeria is the world's biggest importer of tomato paste

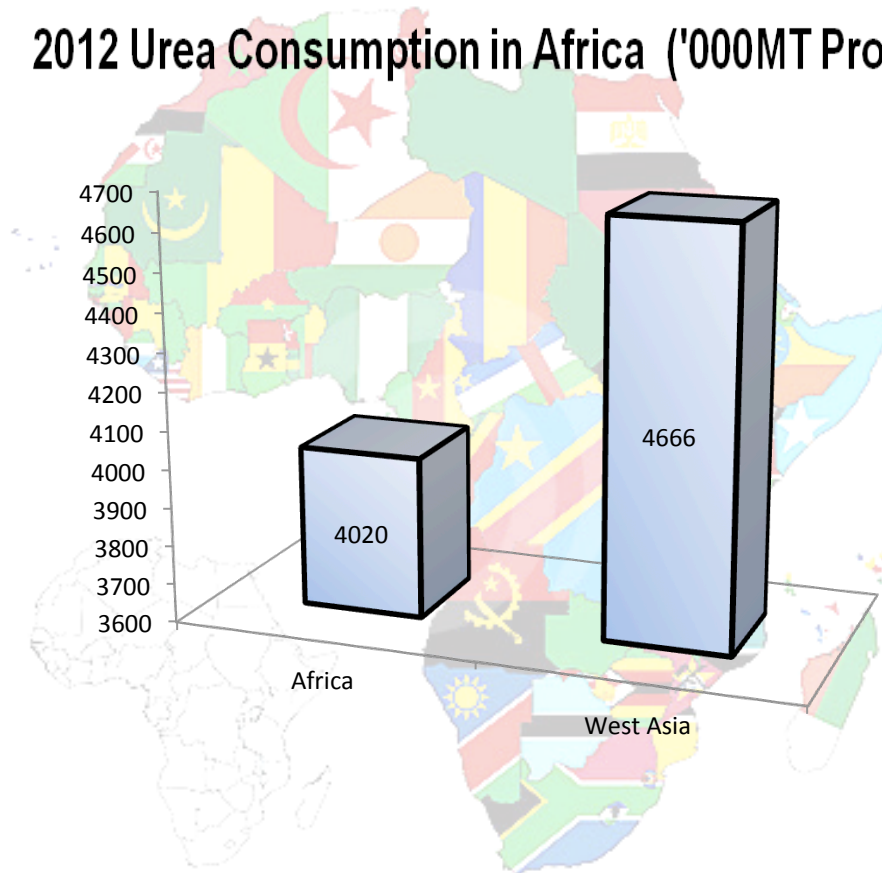


Africa,
30.2 m km²

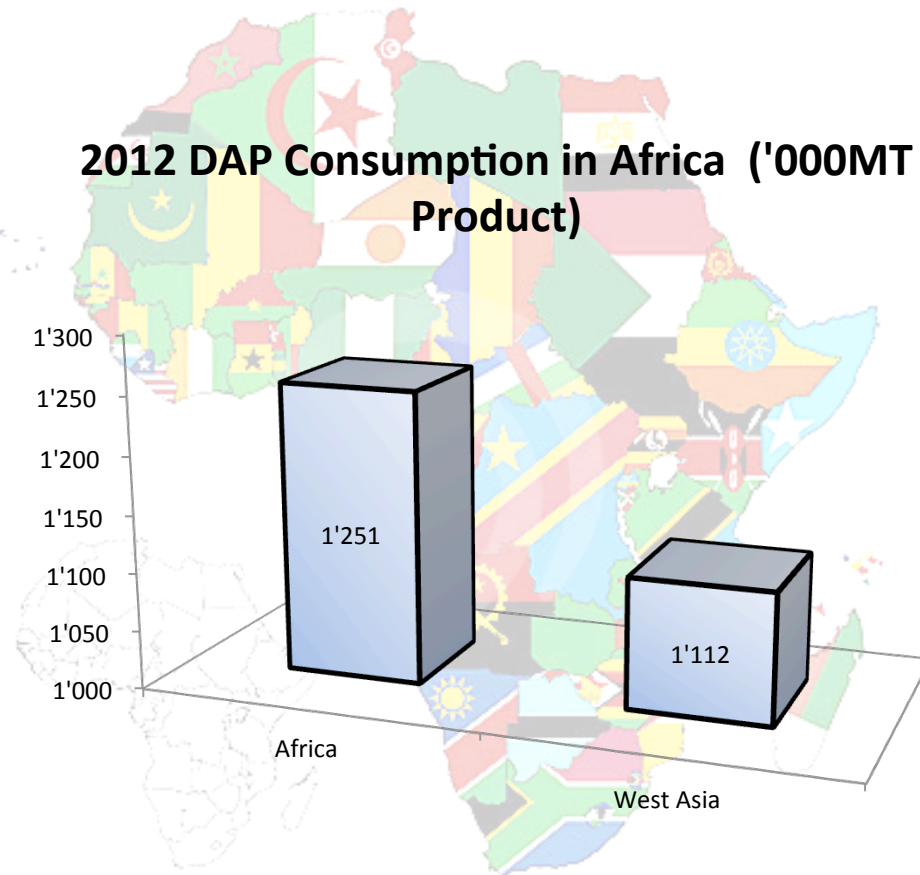
the 2nd largest continent has 1

billion people and

2012 Urea Consumption in Africa ('000MT Product)



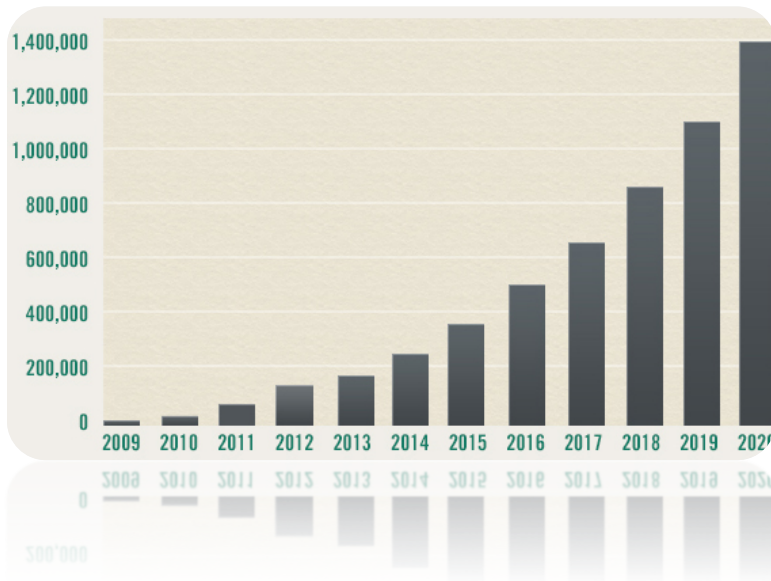
West Asia, has 313m people and 6.25m km²



NGO in Fertilizer



FAMILIES SERVED PER YEAR



Milestone achievement

One Acre Fund at 7½ years ago :

- Scale: OAF currently serve 137,000 farm families, with more than 540,000 children in those families in Western Africa .
- Impact: OAF average impact remains to double farm profit on every planted acre.
- Sustainability: OAF are currently covering 75% of field expenses with program revenues.
- Keytrade AG and it's parent company CF Industries support One Acre Fund.

THANK YOU !

Welcome to visit our website [HTTP://WWW.KEYTRADE.CH](http://www.keytrade.ch)

