

The European Fertilizer Manufacturers Association establishes a new identity.

Brussels, January 11, 2010 – the European Fertilizer Manufacturers Association, establishes a new identity with the creation of a new logo that replaces the acronym, EFMA, by which it was previously known. The legal entity, the European Fertilizer Manufacturers Association, remains the same.

Director General, **Esa Härmälä**, explained *“As the single largest representative of manufacturers of mineral fertilizers in Europe, it is extremely important that our organization is recognised as the official and readily available source of information on fertilizers. Our new identity will help us communicate with government, legislators and experts who seek information on fertilizer technology and on a diversity of subjects within the context of today’s environmental, safety and economic challenges. It will provide a more convenient form of reference than that of EFMA, particularly for people with whom we have had no previous contact.”*

The vital role of fertilizers

Fertilizers already account for the availability of more than 50 percent of the global food supply. They offer the only feasible means of meeting the increasing demand for food as the world population is expected to double by 2050.

Our new logo

The new logo, identifying FERTILIZERS EUROPE, features a symbolic plant with both leaves and root to represent “improved growth through the effective nutrient uptake afforded by mineral fertilizers.”

Our new website www.fertilizerseurope.com is designed to provide the latest information on a range of subjects of immediate relevance to everybody interested in fertilizers and their contribution to the world’s food supply.

For further information, please contact:

Mr Esa Härmälä
Director General
eha@efma.be
tel. +32 (0)2 663 31 41
mobile: +32 (0) 479 90 06 63

Mr Mark Cryans
Head of Communications
mcr@efma.be
tel. +32 (0)2 663 13 44
mobile: +32 (0) 474 88 58 86