Focus on innovation drives Nufarm’s success in global ag market

Nufarm maintains its Australia-first focus with three major manufacturing sites that supply products for both domestic and international markets. And whereas other multinational companies are leaving Australian shores, Nufarm is investing heavily in Australian manufacturing. In the last two years alone, $15 million has been spent on a major reconfiguration of Nufarm’s ‘Raymond Road’ insecticide and fungicide manufacturing facility in Laverton, Victoria, and more than $4 million in investment has funded a state-of-the-art wettable granules facility at the company’s ‘Pipe Road’ location in the same town.

“We know we can’t sit still, we have recently commenced a new major capital improvement program across our facilities to make them safer, more efficient and to ensure that we supply reliably to our customers,” says Peter O’Keeffe, Regional General Manager for Australia and New Zealand. “We’re proud to boast a strong Australian manufacturing footprint supported by a network of regional service centres in rural communities.

With this backbone, we pride ourselves on our unmatched ability to quickly and reliably supply quality product to our customers all over Australia. Our ability to be responsive is a huge differentiator for us, as many of our competitors rely on long lead times because they are importing product formulated overseas.”

The bonus of Nufarm’s global headquarters being located in Australia is the significance placed on its home market by the local Executive team and access to the company’s best resources – including a global formulations centre for excellence – enjoyed by the local arm of the business. These extensive resources are leveraged by local R&D teams, designing and developing products specifically for Australian farming conditions.

“Big global companies and the smaller generics do not place the same level of importance on Australia as we do,” says Peter. “We specifically develop products for the Australian market.”
Through this commitment to Australian R&D, Nufarm has built a reputation for relevant and grower-focused innovation. In fact, Nufarm was collectively granted more unique label extensions by the Australian Pesticides and Veterinary Medicines Authority from 2013 to 2016 than any other crop protection supplier. It is the sign of an innovative and committed manufacturer of products that prioritises Australian growers first and foremost.

**CANOLA FOR TODAY AND TOMORROW**

In just over ten years Nuseed, a wholly owned subsidiary of Nufarm, has become the canola industry leader in Australia thanks to dedication and continuous investment in research and development. An important key to that success is the Horsham Innovation Centre.

This industry-leading facility opened in 2013 and brings together Nuseed Australia’s business services, logistics, sales and marketing plus research and breeding activities. It’s also the global centre for Nuseed’s canola breeding programs. The experts working in the Horsham laboratories and glasshouses are using the world’s best germplasm, molecular research and intense blackleg screening to make huge advances in canola production in Australia and around the world.

“From open pollinated canola varieties to hybrids with input traits, like our new HyTTec® canola with Triazine tolerance and increased blackleg resistance or our speciality oil Monola®, we’re delivering the products Australian canola growers want and need today, while developing tomorrow’s traits,” says Andrew Loorham, commercial manager for Nuseed Australia.

One of the traits in development at Nuseed that is aimed at tomorrow’s markets is an omega-3 canola platform. Developed in collaboration with the Commonwealth Scientific and Industrial Research Organisation (CSIRO) and the Grains Research and Development Corporation (GRDC), the omega-3 canola platform stands to be the first to produce long-chain omega-3 oils similar to those found in fish oil, the major source of omega-3. Submissions for regulatory approvals have been made in Australia, Canada and the United States.

Omega-3 oils, particularly the long-chain EPA and DHA types typically found in oily fish, are important for human and fish health. Demand for these oils is increasing year-on-year, while existing supply from fish oil is limited. Developing new, sustainable sources of these healthy long-chain omega-3 oils is essential.

Omega-3 canola won’t be Nuseed’s first contract crop grown for its healthy oil profile. Over the last decade, the company has been directly providing end-use customers – such as restaurant chains – with higher stability oil that has a substantially healthier fatty acid profile through its Monola program. The program provides a valuable contract opportunity for Australian canola growers and a healthier choice for restaurants and their customers.

Nuseed’s revolutionary advances in canola is just one example of the commitment to innovation and beneficial product development that occurs under the Nufarm umbrella. This thriving Australian company is proving to be a world-leader in technological and genetic advancement, and a significant player in the global agricultural market.