



**WINFIELD<sup>®</sup>  
UNITED**  
South Africa

**villa** 

**InteliChem**  
intelligent crop solutions

## ***PRESS RELEASE: FOR IMMEDIATE PUBLICATION***

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### **STRENGTHENING OUR AGRICULTURAL FOOTPRINT ON THE AFRICAN CONTINENT**

The worldwide landscape of agriculture and crop protection is changing fast and to be able to provide our customers with the best solutions, Villa Crop Protection and the Intelichem Group announced a merger under the American brand, WinField United.

The combination of these established agricultural leaders in South Africa will create a platform to develop an improved value proposition, including technology, scientific data, best genetic seed provision, and an unbeatable portfolio in crop protection solutions. The new group will present unique opportunities for all stakeholders. The integration of Villa and InteliChem will bring forth one holding company with:

- Structured functionalities
- Separate operating divisions
- Shared services.

The new **Winfield United** South Africa Group consists of a holding company with a focused, standalone retail legal entity and a separate, standalone wholesale legal entity. Each of these entities retain their dedicated management teams.

Newly appointed WinField United South Africa CEO, Jan Vermaak:

“We are all now part of the global WinField United family. Through the alignment of our wholesale and retail channels, we will have additional resources and capabilities which put us in a great position to improve our value proposition, streamline operations, improve productivity, and serve our customers better. Our goal is to build a leading and sustainable agricultural company in South Africa which will benefit all stakeholders.

#### **What is next?**

On a day-to-day basis, it is business as usual, with very little, if any impact on our customer relationships.

How we talk about agriculture and ourselves will change the future. We will have a modern voice that reflects the impact of today’s challenges and opportunities. Together, we will bring new ideas and new ways to advance our network of customers in all segments and move the entire south African agricultural industry towards the future.

#### **About WinField United:**

WinField United is the crop input business within the Land O’ Lakes Group in America. The business was started in 1921 by dairy farmers in Minnesota as a cooperative. Land O’ Lakes has since evolved into further businesses – crop input company, Winfield United and feeds company, Purina. Today these businesses, spanning the whole agricultural system, give a farmer-to-fork view of agriculture.

This commercial investment in Africa reflects Land O'Lakes' accelerated growth in its international business. Land O'Lakes brings proprietary products, services and insights under the WinField United brand to complement the portfolio offered to the South African market together with innovative solutions designed specifically for the needs of local farmers.

The WinField United Group places strong emphasis on farmers. Farmers are the first link in the chain taking responsibility for food security. Our united group will allow for a closer connection with the farmer to help support sustainability and relevancy to ensure growth, minimise risk and maximise profit.

The WinField United go-to-market approach draws together the tools, products, services and expertise to become the farmers' trusted business advisor.

**ENDS**

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