

# HAIFA

## A PIONEERING SPIRIT

# WHO WE ARE

# Haifa - Who We Are

We are a global leading supplier of **Potassium Nitrate**, **Specialty Plant Nutrients** and **Industrial Chemicals**

We provide **Potassium Nitrate** for:

- 🌿 **Agriculture** - Specialty fertilizers for highly efficient agriculture
- 🌿 **Industry** - Technical products for diverse industries
- 🌿 **Thermo-Solar Power Plants**

We manufacture and market:

- 🌿 **Specialty Plant Nutrients**
- 🌿 **Food Additives**
- 🌿 **Technical Chemicals**

# History, Facts & Figures

- ❖ Israel-based multinational corporation
- ❖ Haifa (Haifa Chemicals Ltd.) was founded in 1966 by the Israeli government
- ❖ Aimed to utilize natural Israeli resources of Potash & Phosphate Rock found in the Negev Region
- ❖ Private ownership since 1989
- ❖ Owned by an American Holding Company controlled by the Trump Group



# History, Facts & Figures

- Annual production of 0.5 million tons of Potassium Nitrate
- 3 Production Plants:
  - Haifa Bay, Israel
  - Northern Negev, Israel
  - Lunel, France
- 12 subsidiaries with around 650 employees
- Annual turnover approx \$650 Million (2010)



# Haifa Market Focus

We develop and produce **Specialty Fertilizers** for:

- 🌱 Enhancing plant nutrients
- 🌱 Delivering added value of efficiency, crop-suitability and purity
- 🌱 Enabling application convenience and environmental friendliness

We deliver **highly-efficient Agriculture Solutions** for:

- 🌱 Supporting diverse farming practices
- 🌱 Maximizing yields from given inputs of land, water and plant nutrients

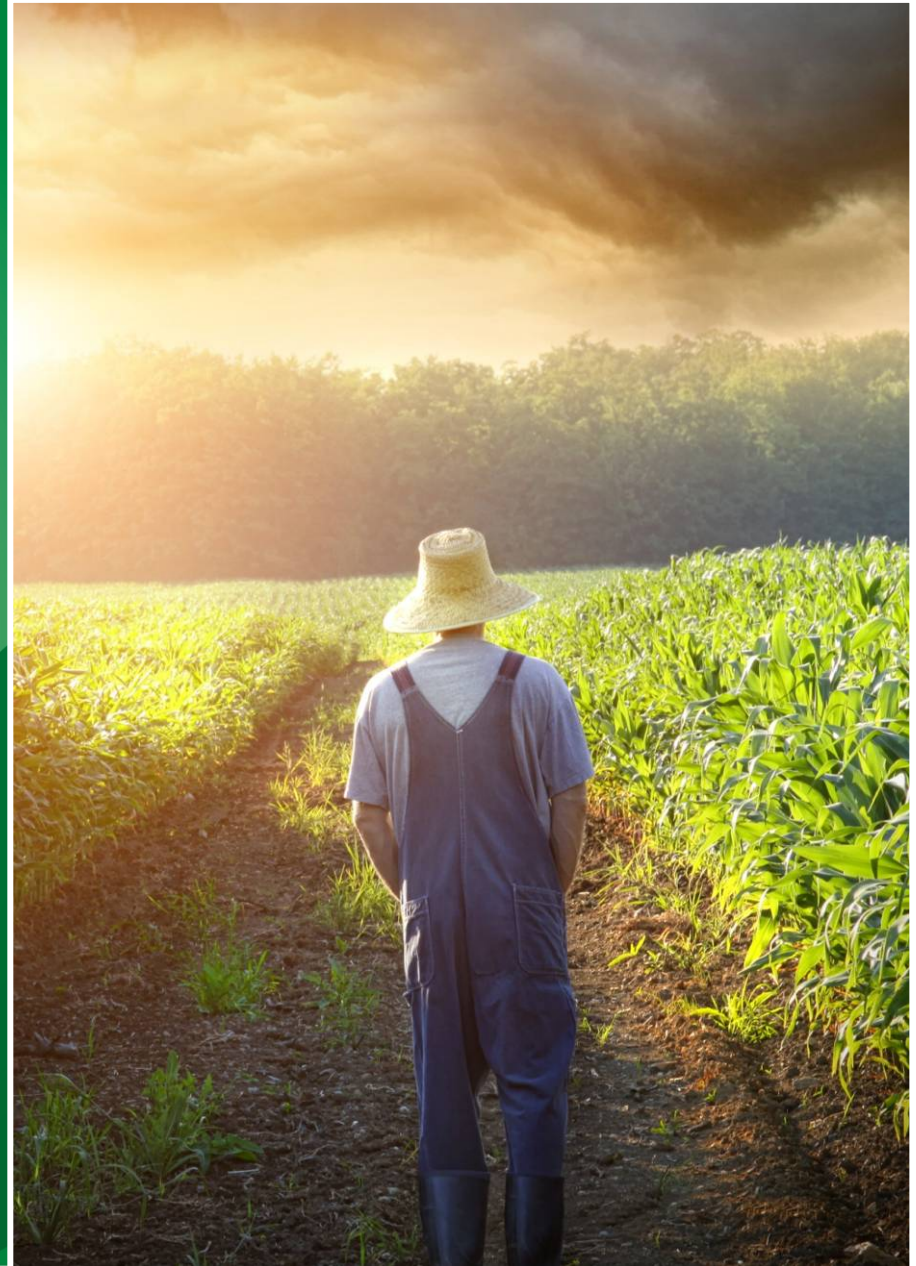
# OUR VALUES – YOUR BENEFITS

# Haifa Values

## Farmer's Mind

We create **real solutions** for farmers worldwide, employing our **profound knowledge** of the markets and our familiarity with farmers' lives and needs.

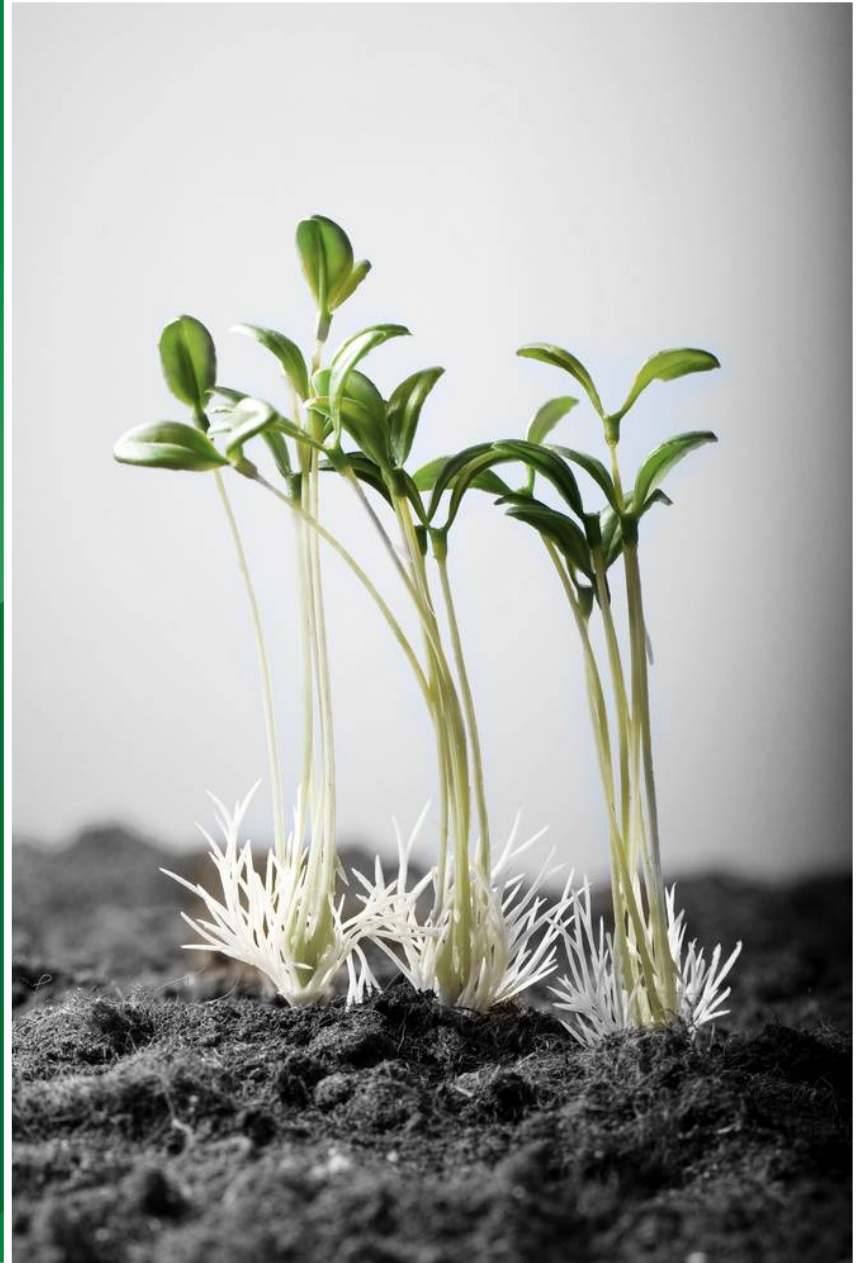
This attitude shapes our activities and makes the difference for our customers.





# Haifa Values Pioneering

Haifa is a company with pioneering roots and a heritage that drives it to pioneer in every field it is active in.



## Pioneering Start

Our story began with pioneering in manufacturing, in products and in applications.

## Pioneering Philosophy

We constantly challenge ourselves to pioneer in the markets where we are leading players.

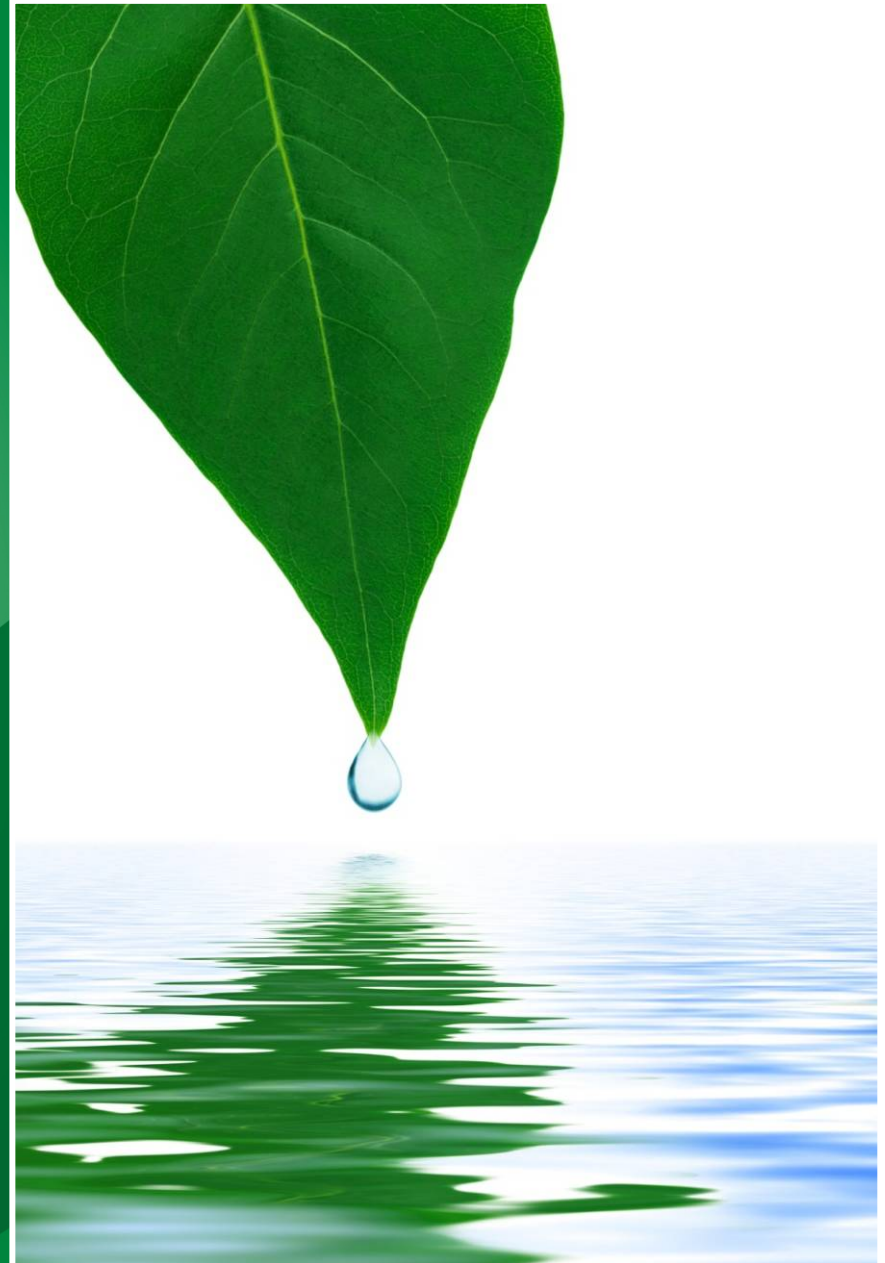


## Pioneering Products

We facilitate use of Potassium Nitrate and other ground-breaking plant nutrition products.

## Pioneering Methods

We bring Nutrigation and Controlled-Release Applications to existing markets while using them to create new markets.



## **Pioneering Attitude**

Creating inspirational solutions for the growing challenges of a changing world

## **Pioneering Future**

Improving plant nutrition, efficiency, profit, convenience and environment



# Pioneering in Business

We **Pioneer the Business of Growth** using our experience and assets to support customers and farmers while ensuring their future.

- 🌱 **Pioneering Solutions:** Providing cutting-edge solutions
- 🌱 **Pioneering Offerings:** Delivering high quality products and service
- 🌱 **Pioneering Partnership:** Maintaining long term relations with our customers
- 🌱 **Pioneering Thinking:** Leveraging our strong global marketing structure

# PIONEERING PRODUCTION

# Production Sites

☛ Northern Negev, Israel

☛ Haifa Bay, Israel



# Haifa Production Scheme

Ammonia

Nitric Acid +

Potash

Potassium Nitrate  
+ Hydrochloric Acid

Nitric Acid

Magnesium Nitrate

Crystalline PN

PN Prills

PN Special Grades  
(GG, Tech)

Soluble NPK's

Controlled Release  
Fertilizers

Raw Material

Final  
Product



# Haifa Production Scheme

**Hydrochloric  
Acid**

By-product of  
Potassium Nitrate Production

+

**Phosphate  
Rock**



**Phosphoric Acid**



Phosphoric Acid

Mono Ammonium Phosphate

Mono Potassium Phosphate

Food-grade Phosphate Salts

**Raw Material**

**Final  
Product**

# Industry Production Standards

- Quality: ISO 9001
- Environment: ISO 14001, TA LUFT 2002 (German Air Quality Standard)
- Safety & Health: ISO 18001
- Special Certificates:
  - Food-grade products: GMP, HACCP, Kosher, Halal
  - Controlled-release fertilizers: RHP



# Environmental Stewardship

Haifa is committed to environment-friendly production:

- 🌿 **Greenhouse Gases Control**
- 🌿 **Usage of Natural Gas**
- 🌿 **Particle-Free Emissions**
- 🌿 **Clean Effluents that are clear and neutralized**



# PIONEERING SOLUTIONS

# Pioneering Solutions

We offer specialized **nutrition schemes** that deliver specialty fertilizer products with user-friendly applications for providing:

- 🌱 Precise plant requirements
- 🌱 Precise timing
- 🌱 Precise composition and dosing
- 🌱 Precise placement



# Pioneering Solutions

Our Pioneering Solutions for plant nutrition yield enable:

- Maximum nutrient efficiency
- Optimal plant development
- Minimal environmental impact



# Pioneering Solutions

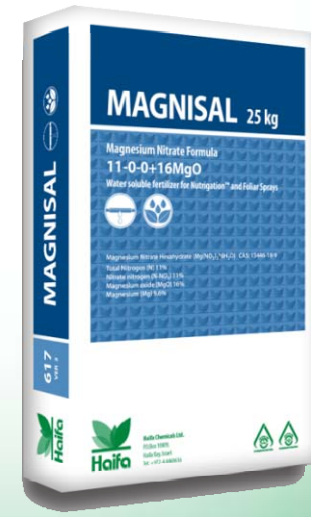
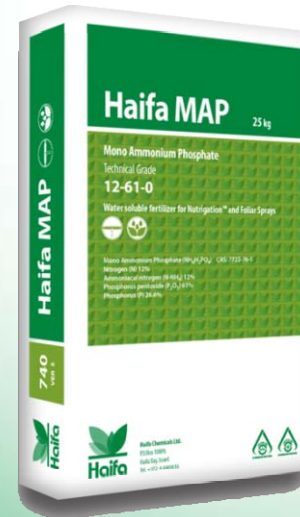
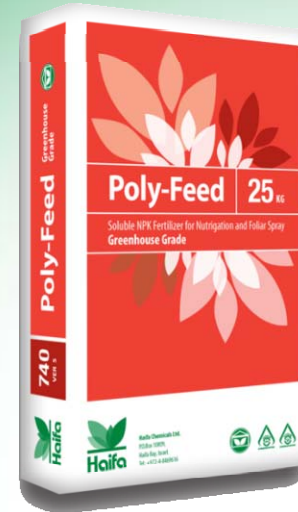
Our Plant Nutrition products support resourceful application methods:

- 🌿 Nutrigation™
- 🌿 Foliar Feeding
- 🌿 Controlled-Release Nutrition



# Water-Soluble Fertilizers

- Multi-K<sup>®</sup> Potassium Nitrate
- Haifa MAP Ammonium Phosphate
- Haifa MKP Potassium Phosphate
- Magnisal<sup>®</sup> Magnesium Nitrate
- Haifa Cal Calcium Nitrate
- Poly-Feed<sup>®</sup> NPK Fertilizers
- Haifa-Bonus Foliar Nutritional Formulae





# Water-Soluble Fertilizers

- ❧ **Haifa P<sup>®</sup>** Technical-grade phosphoric acid 85%
- ❧ **Haifa Micro<sup>®</sup>** Chelated micronutrients
- ❧ **Haifa VitaPhos-K<sup>®</sup>** Poly-phosphate for soilless Nutrigation™
- ❧ **Haifa ProteK<sup>®</sup>** Systemic PK fertilizer



# Controlled-Release Fertilizers

- 🌿 **Multicote®** for nurseries and ornamentals
- 🌿 **Multicote® Agri** for agriculture
- 🌿 **CoteN™** for arable crops
- 🌿 **Multicote® Turf** for turf and lawns



# Prilled & Granular Fertilizers

- ☛ Soil Application Products for base- and side-dressing
- ☛ Multi-K<sup>®</sup> Prills potassium nitrate
- ☛ Haifa Cal<sup>®</sup> Agri calcium nitrate
- ☛ Haifa Ter granular NPK fertilizers



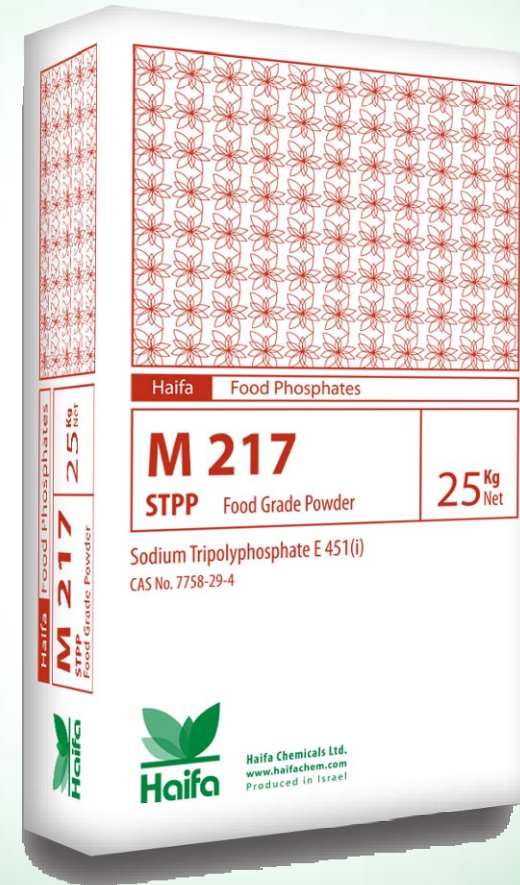
# Food Phosphates

## The “Hi” Grade:

Wide range of phosphate salts:

- ❧ Mono-phosphates: MAP, MKP
- ❧ Ortho-phosphates: MSP, DSP & TSP, DKP, MCP, TCP
- ❧ Poly-phosphates: STPP, KTPP
- ❧ Pyro-phosphates: SAPP, TSPP, TKPP

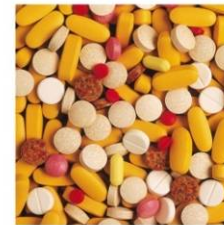
Can be used in bakery, meat and all food industries



# Technical Grade Products

Potassium Nitrate & Phosphate Salts for:

- ☛ Cements & Ceramics
- ☛ Heat Transfer
- ☛ Detergents
- ☛ Electronics
- ☛ Glass
- ☛ Metal Treatment
- ☛ Mining & Drilling
- ☛ Pharmaceuticals & Cosmetics
- ☛ Textiles
- ☛ Water Treatment
- ☛ Wood & Paper



# Haifa-K Solar

## Potassium Nitrate for Solar Power Stations

- ❖ Molten Potassium Nitrate is used to store thermal energy in Solar Power Stations
- ❖ Nitrates possess high heat capacity
- ❖ Energy stored for up to 8 hours; enables electricity production at night



# PIONEERING SUPPORT



# Pioneering Support

## Our Global Marketing Network





<b>Subsidiary</b>	<b>Countries</b>
Haifa France	France
Haifa North West Europe	North Europe, Poland, Baltic States
Haifa Iberia	Spain, Portugal
Haifa Italia	Italy
Haifa Southeast Europe S.A.	Greece, Romania, Bulgaria, F.Y.R.O.M., Albania
Haifa South Africa	South Africa
Haifa South America	Brazil, Argentina, Chile
Haifa México S.A de C.V	Mexico & Latin America
Haifa North America	USA, Canada
Haifa Australia	Australia, New-Zealand
Haifa Southeast Asia	Thailand, Vietnam, The Philippines, Malaysia, Indonesia, Myanmar
Haifa China	China

<b>Marketing desk</b>	<b>Countries</b>
East Europe	East Europe, except Poland and Baltic States
Central Africa & Middle East	Israel, Turkey, Jordan, Central Africa
Asia	Korea, Japan, Hong-Kong, Taiwan, Pakistan, India, Sri-Lanka, Mongolia

# Pioneering Support

We provide our customers with worldwide support through:

- 🌱 Technical Consultancy
- 🌱 Marketing Backup
- 🌱 Training Seminars
- 🌱 Customer Visits



# Pioneering Knowledge

Our solutions embrace all the know-how and experience we have gathered and developed over the years.

Users of Haifa Specialty Fertilizers can benefit from our:

- 🌱 Field Trials & Demo Sample Plots
- 🌱 On-line Recommendations
- 🌱 Research Center Collaborations



# Visitor Center

Our Visitor Center is a professional greenhouse offering demonstrations of products "at work".

- Communicating knowledge and knowhow
- Studying fertilizer application methods
- Showing equipment demonstrations
- Presenting closely monitored agronomical trials
- Sharing cutting-edge technologies for climate, irrigation and nutrition

# Haifa Website - A Living Community

- ✦ Contains a treasure of **knowledge and tools** related to plant nutrition
- ✦ Presents an interactive platform for **sharing knowledge**
- ✦ Enables virtual conversations for **discussing professional issues**
- ✦ Strengthens connections with customers and farmers



# Haifa Website – A Living Community



Español | עברית

All results

Advanced search

Pioneering the Future

Hello Guest

Login | Register

Home Page

About Haifa

Products

Knowledge Center

## Pioneering knowledge




Mauro Schippa | Italy  
Market development  
agronomist

Click here to learn from our  
researches .>>

## Knowledge Center

### Knowledge center

 **Polyfeed enhanced wheat growth in Russia**  
Better vegetative development and higher grain yield 16.8% were obtained following foliar sprays of PolyFeed booster and Poly wheat  
[Read more](#)

 **Guide: Nutritional recommendations for Pepper**  
in open-field, tunnels and greenhouse  
[Read more...](#)



# The Haifa Edge

- 🌱 Industry Pioneer and world expert in Specialty Fertilizers
- 🌱 Focus on Farmer - their interests and benefits
- 🌱 Solid, stable company with massive global presence
- 🌱 Top Quality Operation Standards
- 🌱 Committed to well-being of employees, customers, community and environment





**Thank You**

