

# LIQUID

## **MISSION STATEMENT**

***The stated Mission of Agro-Culture Liquid Fertilizers is “To Prosper the Farmer”. The company as a whole, its employees, and associates individually are expected to conduct both business and themselves in a manner consistent with the corporate statement of Ethics.***

### ***Statement of Ethics***

*Agro-Culture Liquid Fertilizers will be completely honorable and forthright in all its business standards and relationships. We will avoid all deceptive and/or illegal business practices and will refuse to countenance such practices in either employees or associates. It will be the standard of business practice to serve the beneficial interest of the customer at all times.*

All products offered to our customers will be the best available and their quality will be consistently maintained at the highest level. We will fairly represent our products by relying upon performance data developed through credible research based upon recognized agronomic principles. We will provide those products at the best price to which the customer is entitled.

We also believe that the personal behavior of employees and associates reflects directly upon Agro-Culture Liquid Fertilizers. The expectation for all who represent the company directly or indirectly is that the highest standards of personal conduct will be observed in terms of morals, ethics, and leisurely pursuits.

## Responsible Nutrient Management® VISION

Agro-Culture Liquid Fertilizers will continue to define the role and position its products have in agriculture through the continuance of dedicated research, development, and marketing; and, it will further distinguish itself as being truly committed to “Prosper the Farmer”. Agro-Culture Liquid Fertilizers must culturally impact the industry in such a way as to facilitate a new paradigm in growing crops. It is our corporate vision that *Agro-Culture Liquid Fertilizer’s “HIGH-PERFORMANCE”™* concept becomes the new industry standard in crop nutrition. ACLF “raises the bar” by transforming crop nutrition from a commodity and basic resource business into a value-added, technology driven industry. This is the source of *Agro-Culture Liquid Fertilizers* phenomenal growth. The company’s continued prosperity is based on the belief that our *HIGH-PERFORMANCE™* crop nutrition concept constitutes the future of the American fertilizer industry.

It is the vision of *Agro-Culture Liquid Fertilizers* to be the premier advocate, manufacturer, and marketer of **Responsible Nutrient Management®** and to be the recognized leader in fertilizer technology throughout the agricultural industry. (RNM defined APENDIX D)

As the leader in the application of *HIGH-PERFORMANCE™* technology, we believe that *Agro-Culture Liquid Fertilizers* is well positioned to continue its exceptional growth. We believe that our extensive experience and research capabilities will enable the timely development and marketing of the next generation of product applications that will offer producers vastly improved crop fertility options and maintain our innovative industry leadership. And we believe that association with *Agro-Culture Liquid Fertilizers* will provide unique opportunities for an Area Manager to positively influence Agriculture, while enjoying benefits for themselves and their families.

To the Farmer *HIGH-PERFORMANCE™* means that *Agro-Culture Liquid Fertilizer’s* products:

- must exceed his expectations.
- must be agronomically sound; backed by proven research.
- must possess greater efficiencies than other fertilizers.
- must solve his problems while simplifying his operation.
- must help him PROSPER!
- must be environmentally responsible.
- must be concerned with the future of agriculture.