

# Agrium, through Loveland Products, Acquires a Controlling Interest in Agricultural Biotechnology Company Agricen

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## Also acquires stake in Agricen Sciences as part of strategic effort to expand offering of integrated, next-generation plant health technologies

LOVELAND, Colo., Aug. 26, 2014 /CNW/ -- Loveland Products, a subsidiary of Agrium and a leading global provider of high-performance crop input products and proprietary products provider for Agrium Retail globally, today announced that the company has acquired a controlling interest in Agricen, a Dallas-area agricultural biotechnology company delivering biochemical-based products for efficient and sustainable plant nutrition. Agricen manufactures two of Loveland Products' fastest growing plant nutrition brands, Accomplish® LM and Titan® PBA, which are biologically derived products designed to enhance fertilizer efficiency. Agricen will operate as a Loveland Products subsidiary under its present name. Loveland Products has also acquired an interest in Agricen's sister company, Agricen Sciences, an applied sciences research company developing novel microbial and biochemical solutions for plant health and nutrition.

"These strategic investments are the initial steps in the extension of our long-term strategy for the discovery and commercialization of next-generation technologies that enhance plant health and improve crop productivity," said Brent Smith, Vice President, Loveland Products. "We have a long history of working with Agricen and Agricen Sciences, so this is a natural place to begin a new, concerted effort to deliver innovative and sustainable plant health technologies that complement conventional growing practices around the world."

Under the terms of the agreement, Mr. Smith will take on the role of Chairman of the Board of Agricen, and will serve on the Board of Agricen Sciences. Jeff Tarsi, Vice President of Strategy and International Retail for Crop Production Services will also join the Agricen Board. Loveland Products is the proprietary products provider for all of Agrium Retail in North America, Australia and South America, including Crop Production Services. Financial terms of the deals were not disclosed.

"By combining Loveland Products' extensive reach in the agriculture industry with Agricen's and Agricen Sciences' history in agricultural biologicals, we have a significant opportunity to create value for growers with next-generation agricultural tools that complement and enhance existing plant nutrition practices," said Michael Totoro, President and CEO of Agricen.

Loveland Products provides innovative input solutions to growers across more than 40 countries and is a part of publicly traded Agrium Inc. (TSX and NYSE: AGU), a global crop input and agricultural services provider. Loveland Products and Agricen (then Advanced Microbial Solutions) had previously entered a strategic partnership agreement in 2012, which gave Loveland an ownership position in Agricen, as well as exclusive, worldwide distribution rights to existing Agricen technology and access to an integrated pipeline of new product and technology opportunities.

### Additional Resources:

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### About Loveland Products, Inc.

Loveland Products, Inc. offers a complete line of high-performance input products to the global agricultural and professional non-crop industries. Loveland Products' diversified portfolio of premium products consists of seed treatment, plant nutrition, fertilizer, adjuvant and crop protection products, which are available through Agrium Retail in North America, South America and Australia, and through distribution partners in over 40 countries globally. Loveland Products strives to bring new, unique products and technologies to the marketplace to provide innovative solutions to problems across the agricultural and professional non-crop industries. For more information, please visit [www.lovelandproducts.com](http://www.lovelandproducts.com).

## About Agricen

Agricen, a Loveland Products Company, is an agricultural technology company delivering innovative biochemical-based solutions and products for efficient and sustainable plant nutrition. Agricen helps growers adapt to the rapidly changing demands of modern agriculture by providing the most effective tools to increase nutrient availability and uptake, improve sustainability and increase yields. Agricen's biochemical technology has been tested – and proven – in over 600 field and greenhouse studies conducted by the company, universities, the USDA and other third-party evaluators. For more information, please visit [www.agricen.com](http://www.agricen.com) or follow us on Facebook, Twitter, LinkedIn or Pinterest.

## About Agricen Sciences

Agricen Sciences is an applied sciences research company leading the development of novel microbial and biochemical solutions for plant nutrition and health. The company's cutting-edge research programs on soil-plant systems are yielding new insights for crop nutrition, soil science and nutrient management. By applying this knowledge, Agricen Sciences is developing innovative solutions to address the sustainability and production challenges facing modern agriculture. For more information, please visit [www.agricensciences.com](http://www.agricensciences.com).

## About Agrium

[Agrium Inc.](#) is a major Retail supplier of agricultural products and services in North America, South America and Australia and a leading global Wholesale producer and marketer of all three major agricultural nutrients and the premier supplier of specialty fertilizers in North America. Agrium's strategy is to provide the crop inputs and services needed to feed a growing world. We focus on maximizing shareholder returns by driving continuous improvements to our base businesses, pursuing value-added growth opportunities across the crop input value chain and returning capital to shareholders.

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Brent Smith, Vice President of Loveland Products

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## Contact

Agrium Investor/Media Relations: Richard Downey, Vice President, Investor & Corporate Relations, (403) 225-7357, or Todd Coakwell, Director, Investor Relations, (403) 225-7437, or Louis Brown, Analyst, Investor Relations, (403) 225-7761; or Agricen Media Contact: Peter Ruzicka, (469) 238-0107, [pruzicka@agricen.com](mailto:pruzicka@agricen.com)

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