

# Fertoz Limited: Investor Conference Call, Organic Fertiliser Sales Traction

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Organic phosphate supplier [Fertoz Limited](#) (ASX:FTZ) ("Fertoz" or the "Company") is pleased to advise of recent sales and marketing progress in North America.

## Highlights

- Fertoz fertiliser sales commenced to distributors and growers in Alberta, Canada
- Discussions commenced with Canadian distributors and manufacturers to blend Fertoz rock phosphate
- Testing of large samples of sulphur blends underway
- Investor Conference Call - Wednesday 14 December at 10:30am AEDT

The Company's management have been attending organic conferences, and just finished a large conference in Calgary. These events have attracted more than 1000 North American organic distributors and growers.

Fertoz's efforts in marketing its high-availability organic rock phosphate at these conferences have resulted in significant traction toward sustainable sales.

## Purchase commitments from growers

The Company has achieved several milestones toward the establishment of a pool of buyers among farmers, blenders and fertiliser distributors.

Fertoz has sold rock phosphate product to a long-established Canadian grain and fertiliser distributor that intends to make Fertoz's rock phosphate product a key component in its organic fertiliser plans.

In addition, Fertoz has received commitments from organic growers in Alberta to purchase rock phosphate. Some growers intend to apply the product directly, while others with more basic soil types will blend it with sulphur to improve the availability of phosphate to the plants.

A long-established US-based soil amendment company, which plans to extend its large eastern US network into the western US, has also provided a commitment to purchase product.

## Testing commitments with organic industry players

Due to the benefits of blending rock phosphate with sulphur in basic soils to improve the phosphate performance, Fertoz has commenced testing of its phosphate rock product with several sulphur manufacturers, including a respected, long-established company and a new, rapidly growing manufacturer.

## Logistics

The Company has obtained extensive rail freight quotes which have identified attractive rail rates to transport product cost effectively to market. The quotes include multiple potential load points for Wapiti product, with one load point identified at Beaverlodge in Alberta, within immediate proximity to the Company's processing facility, and another load point which can be accessed using highway 43 identified at Grand Prairie, approximately 45 km east of the Company's Beaverlodge processing facility. The Company has also obtained rail freight rates from rail locations for the Company's Fernie project.

The quotes were obtained for potential target markets in western US, Washington, Oregon, California, the Midwest and ultimately to the eastern US.

## Marketing

Fertoz is developing an extensive information package relating to the competitive advantage of its high-availability rock phosphate. The Company will distribute these at meetings, by direct mail and through

promotion on the Fertoz website, which is set to be relaunched soon.

Fertoz Executive Chairman, Pat Avery, said:

"We will continue to ramp up sales, targeting the Spring growing season, and resume mining at Wapiti and Fernie in late Spring in anticipation of stronger sales during the spring, summer and autumn crop rotation seasons. The North American winter will provide us with an ideal opportunity for distributor and grower meetings, market education and sales initiatives, so the Company can build on its order book in the coming months.

"As sales progress we expect our product to be validated with positive crop responses, which will further support our sales initiatives and ultimately our cash flow position. Seasonal mining and sales into sustainable crop rotation, specialty crops, and warm weather agriculture areas, should grow and become more predictable, allowing us opportunities to grow market share."

Fertoz will provide further details of recent activities during an Investor Conference Call with Mr Avery next Wednesday 14 December.

Conference call details:

Time: Wednesday 14 December, 10:30am AEDT (7 30am AWST)

Conference ID: 3589 1894

Toll-free dial-in numbers:

Australia - 1800 123 296 (toll-free) / +61 2 8038 5221 (toll)

Canada - 1855 5616 766

US - 1855 293 1544

UK - 0808 234 0757

NZ - 0800 452 782

Singapore - 800 616 2288

Hong Kong - 800 908 865

Japan - 0120 477 087

China - 8008 702 411

India - 1800 3010 6141

For countries not listed, the Australian participant toll number can be used.

To ask a question, participants will need to dial "\*1" (star, 1) on their telephone keypad.

#### **About Fertoz Ltd:**

Fertoz (ASX:FTZ) is an Australian-based phosphate exploration and development company with a range of projects in British Columbia, Canada as well as Queensland and the Northern Territory. The Company is focused on becoming a fertiliser producer as quickly as possible, initially focusing on the Canadian/USA markets.

Fertoz plans to develop its exploration assets in Canada in order to identify any potential Direct Shipping Ore (DSO) projects. It intends to seek joint venture partners to assist in funding the exploration projects in Australia.

Phosphate is a commodity necessary for feeding the world, and Fertoz is ready to capitalise on this growing demand.

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