

National Agri Business Council overwhelmingly endorses

- HAYLEY'S AgriBiz EXCELLENCE -

BY JAI SUNTHUSH ABEYWARDENE

It's not all about cows and plows anymore...food production is the world's most important industry, a fact proved to the core when one business entity with deep abiding roots to agriculture was virtually covered with GOLD at the recently concluded National Agri Business Awards Presentation at the BMICH.

Six of the nine companies falling under the purview of Hayley's Agriculture, wiped off effortlessly the awards table bagging five Gold's, one Silver and four Bronze awards at the AgriBiz Awards 2013, for their unstinted dedication to agriculture and yeoman contributions to the country's wellbeing.

"The fact that Hayley's companies have consistently improved their showing at this event each year is testimony to the Group's commitment to agriculture that isn't just being sustained, but is growing and we are elated to sweep the board again at the National Agri Business awards for our enduring legacy of involvement in the agronomy of Sri Lanka, the lives of farmers and the commercial engagement in virtually every stage of the lifecycle of myriad agricultural products and services" said Rizvi Zaheed, Hayley's Group Director in-charge of the conglomerate's agriculture sector companies.

The lineup of achievements is staggering by any yardstick - have a look:

HJS Condiments (Private) Limited won the Gold Award in the Large Scale



Hayleys Agriculture Holdings Limited, Managing Director, Rizvi Zaheed

Marketing and Extension Category as Sri Lanka's largest fruit and vegetable exporter accounting for 47% of the country's exports in this niche area. Globally certified through ISO 9001:2000, ISO 14000:2004, ISO 22000:2005, HACCP, BRC, Kosher and Halal for processing gherkins; jalapeno pepper; bell pepper; spanish pepper; silverskin onion and cauliflower as pickle in jars, cans and pouches and processing fruits like pineapple; papaya; mango; banana; jackfruit, melon and cashew in bottled, canned and in customer specific wet and dehydrated forms and supply to worlds leading brands as McDonalds, Burger King, Subway, Unilever, Heinz, Nestle, Super

Markets, leading private labels and to 32 countries globally.

The company operates the largest out grower farmer network in Sri Lanka in a sustainable globally linked food supply chain while being strongly present in the Japanese market for bottled pickles with over 60% market share.

Hayley Agro Farms won the Gold Award in the Medium Scale Services Extensions Category for marketing an exclusive seed paddy, maize seed, onion seed and vegetable seed produced in Sri Lanka through own farms and networks. We market a range of high quality hybrid imported seeds carefully screened and trialed by us in Sri Lanka ensuring our customers obtain high and profitable yields. We conduct agri clinics in association with respective government agencies. Sunfrost (Private) Limited won the Gold Award in Large Scale Marketing and Extensions Category for developing value added agricultural exports through engaging with rural farmers throughout Sri Lanka and the North and East.

Our system is to work throughout growers where we select the crops and provide inputs like seed, fertilizer, agricultural equipment and technical advice so that the farmers can get good yields.

The company then buys back the produce from farmers offering good prices and we then process the crops into finished value added packaged products for our global customers.

Quality Seed Company Limited won the Gold Award in Small Scale Marketing (retail and wholesale

marketing of agricultural produce) Category and 2 Bronze Awards in Small Scale Producer (Commercial Plant Nursery and foliage and cut flower farms) category for producing high quality horticultural plants, flowers and vegetable seeds.

We are the only F1 hybrid flower seed production company considered to be one of the world's top slot enterprises in this particular specialty. We have a flower seed capacity of 1500 kg per annum and over 53,000 square meters of greenhouse production area. Hayley's Agro Bio Tech (Private) Limited won the Gold Award in Small Scale Marketing (retail and wholesale marketing of agricultural produce) Category for mass producing tissue cultured and hardened and weaned young plants through micro propagation in a state of the art biotechnology facility in Nanuoya. The facility produces high quality disease free true to type planting material for leading global breeding companies in USA, Europe, Australia, Africa and the Middle East, plant nurseries, growers, institutional customers and plant retailers.

We have three hectares of protected plant nurseries with a capacity of 12 million plantlets per annum. We are accredited by the Australian Quarantine Inspection Service are ISO 9001:2000 certified.

Hayley's Agriculture Holdings Limited won 2 bronze awards for Large Scale Input Supplier (Seeds and Agro Chemicals) Category and Silver Award for large Scale Input Supplier (Farm Machinery) for offering a wide array of



Hayleys Agriculture Holdings Limited, Managing Director, Rizvi Zaheed accepting the Gold Award from Minister of Agriculture Hon. Mahinda Yapa Abeywardene

agri inputs combining Business to Business (B2B) activity involving plantation companies and large agricultural establishments, and retail customers (B2C) reaching farmers spread across the entirety of Sri Lanka. The products range from crop protection chemicals - insecticides, fungicides, weedicides; vegetable seeds, seed paddy, seed potatoes, fertilizer, agri equipment including sprayers, two and four wheel tractors, combine harvesters and threshers; micro

irrigation systems and animal health products including antibiotics, biologicals, feed additives and veterinary pharmaceuticals.

Marketed under a one stop concept, our products are widely available in over 90% of agricultural outlets in the country. World renowned international brands we represent include Bayer CropScience, Monsanto Nufarm, Dow Agro Sciences, Den Hartigh, Dongbu Seeds, Hipra, Elanco, Detia, Degesch to name a few.

HAYLEYS AGRICULTURE - PROVIDING INNOVATIVE LEADERSHIP TO SRI LANKAN AGRICULTURE



WINNER OF 10 AGBIZ 2013 AWARDS INCLUDING 5 GOLD AWARDS FROM THE NATIONAL AGRI BUSINESS COUNCIL



BIO TECH

World class tissue culture facility at Nanuoya



AGRO FARMS

Sri Lanka's leading producer of seed paddy, seed onions, early generation seed potato. Pioneering high quality agri extension services to Sri Lanka's farming community



QUALITY SEED

Pioneering hybrid flower seed producer in Sri Lanka



HJS CONDIMENTS

Leading supplier for global food brands accounting for 47% of Sri Lanka's fruit and vegetable export



SUNFROST

Reaching out to over 12,000 out growers for fruit and vegetable produce