

More from Less

There are 7 billion people in the world today. Seven billion!

With constraints on every available resource and raw material; with challenges such as environmental, legal, governmental and cultural; not to mention shortage of land; how will we **ever** be able to sustainably feed 2 billion new mouths which will be amongst us by 2050?

Yes - the world population is set to grow to 9 billion within the next 40 years. If we are struggling with 7, what will happen when we are at 9 (and growing)? Amongst the obvious inputs we will need more of are land and fresh water.

Should we reclaim land by cutting forests? Not an option! Can we reclaim land from the seas and oceans - the water mass of the earth - which today covers 70% of the earth's surface? Not a viable option either.

What about fresh water? Today we use 70% of the world's fresh water in crop production. In order to grow food enough to feed 2 billion more people, we will need 17% more water. How can we get access to more of this rare essential? Not obvious solutions are available.

So what other options do we have?

Innovation.

We need to find ways of getting more productivity, more yield and better output from the same if not fewer resources. ***More from less!***

At Elgon Kenya Ltd. we are proud to be associated with DuPont Crop Protection who are at the forefront of research that will make the above goals achievable - a reality that will exist amongst us within the stipulated time frame: there is no doubt in the minds of these professionals at DuPont that this nirvana will be achieved.

Amongst our ever-growing portfolio of products, are innovative products from DuPont. Like our partner DuPont, we too are committed to bring the very best of technologies to our customers in Kenya, Uganda, Tanzania, Rwanda and Ethiopia.

And we are extremely proud, honoured and privileged to have won the Environmental Respects Award from DuPont. We were one of 65 entries received by them, from 20 different countries.

Even more impressive was the fact that we are representatives from one of only two African countries to have won the award, the other from Algeria.

One of two African countries...

Honerga Elgon!

Environmental Respect Award

For twenty years, DuPont Crop Protection, *FarmChemicals International* and sister publication, *CropLife magazine*, have sponsored the Environmental Respect Awards in a continuing effort to honour farm supply businesses that preserve and protect the environment in the course of their service to their farm-customers.

The program seeks to recognize good stewards, encourage stewardship among other agri-businesses, and disseminate information that provides managers with ideas on improving their operations.

DuPont Crop Protection, *FarmChemicals International* and sister publication *CropLife magazine* have once again collaborated to honor the industry's best environmental stewards for the 2012 Environmental Respect Awards. This year's winners were chosen from more than 65 entries from more than 20 countries.

In order to compete, retailers and distributors complete an extensive self-evaluation, detailing their emergency procedures, stewardship efforts and local educational endeavours.

The Environmental Respect Awards are the agricultural industry's highest recognition for environmental stewardship among global agricultural retailers and distributors, those who serve farmers with the nutrients, pest control and agronomic information critical to effective crop production.

Thomas Reitz - DuPont Representative for East and West Africa

Here's what he had to say during the Awards event:

"Elgon Kenya Ltd. as a 2012 Environmental Respect Award winner, has not only "talked" about "stewardship" which is quite fashionable these days. No, they have gone beyond fashion to walk the talk - by investing thousands of dollars in new facilities, new equipment and better training designed to protect the environment while better serving farmers.

I sincerely want to thank Elgon for their commitment to agriculture in Kenya, making sure that the products they handle are safe and effective, that their storage and distribution processes are environmentally sound, and that they pass on these concepts of good stewardship to their customers, the farmers. Those are the elements that make this business one of the top environmental stewards in the nation."