

HUMA GRO® IN SPAIN |



**HUMA
GRO**



**MICRO CARBON
TECHNOLOGY**

What is our market?

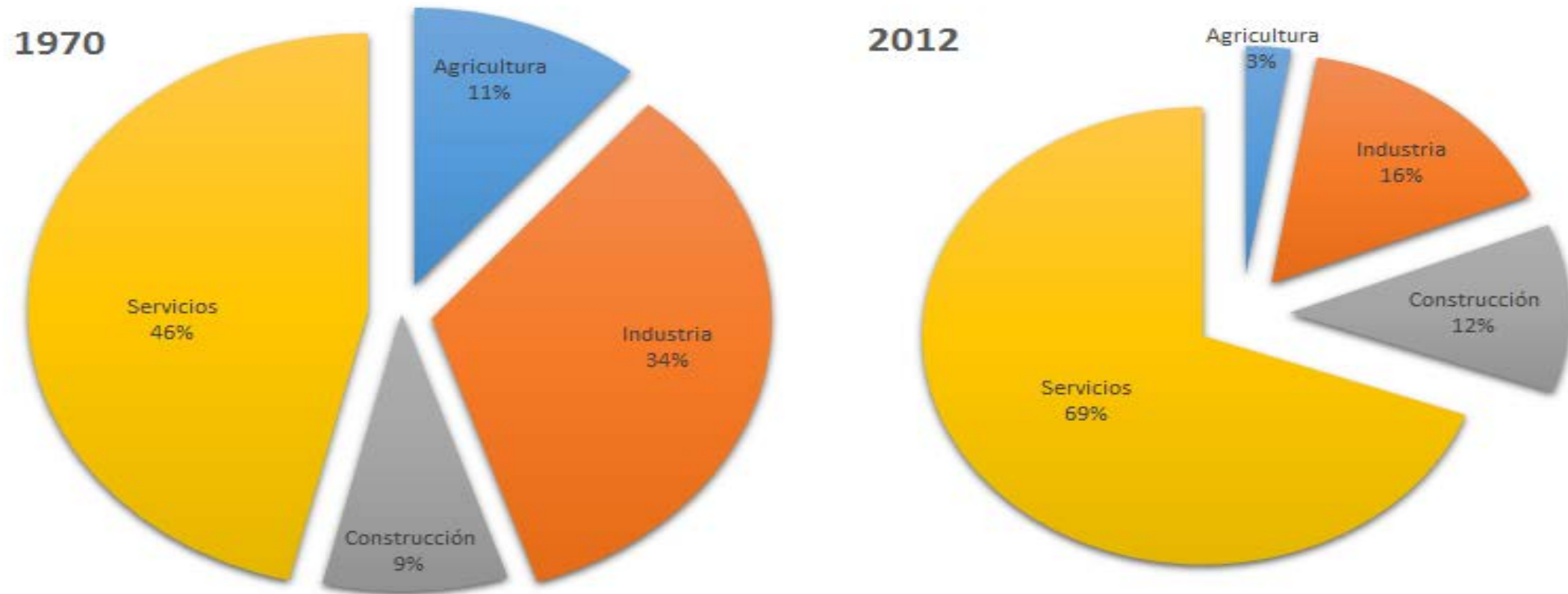


Some Facts

- **Capital:** Madrid.
- **Population:** 46,524,943 people
- **Area size:** 505,940 km²
- **GDP 15:** 1.081.190 Mill.€
- **Economy number 14.**
- **Debt per cap:** 23,067 € p/hab.
- **Exports:** 23.66% PIB.
- **Imports:** 26.02% PIB.
- **Farming:** 2.7% del PIB
- **European Leader:** organic farming with 1,317,539 ha, which represents 17% of the European Union



What is our market?



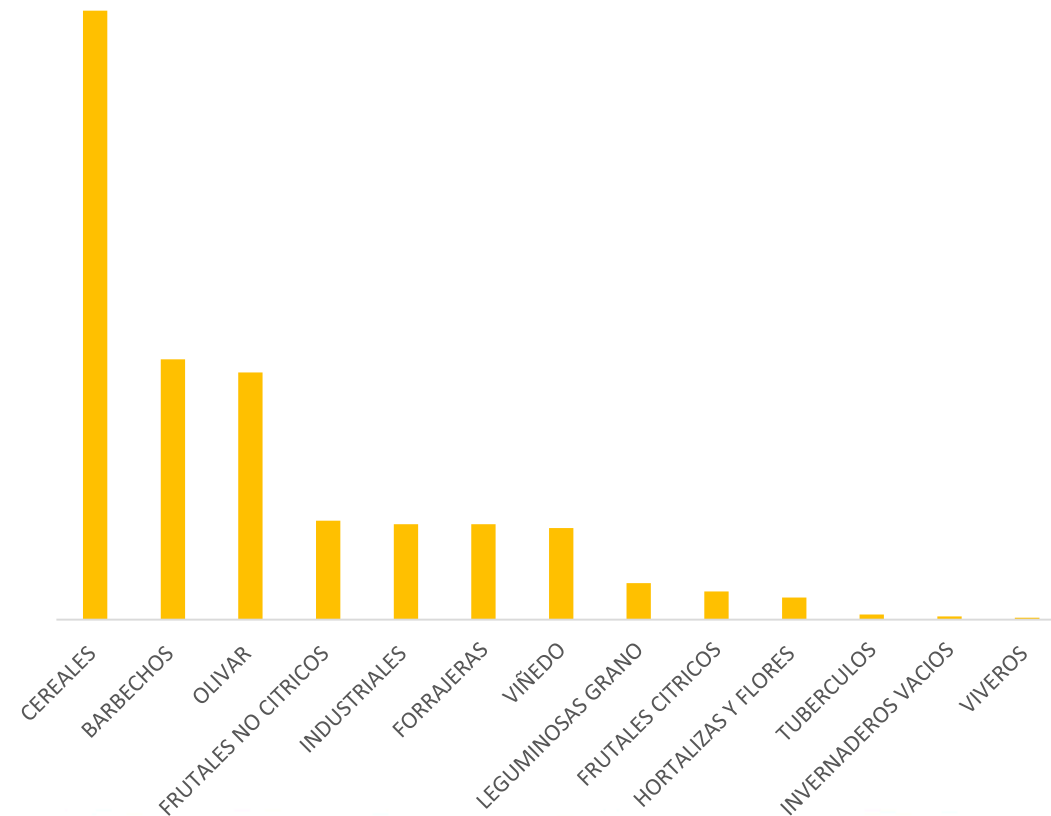
Source: data from the INE National Accounts Development



Hectars in our market?

SUPERFICIE GEOGRAFICA	50.593.546	100,00%
SUPERFICIE NO ÚTIL	33.766.674	50,38%
SUPERFICIE ÚTIL	16.826.872	49,62%
CEREALES	6.419.243	38,15%
BARBECHOS	2.743.368	16,30%
OLIVAR	2.605.252	15,48%
FRUTALES NO CITRICOS	1.044.759	6,21%
INDUSTRIALES	1.007.421	5,99%
FORRAJERAS	1.006.357	5,98%
VIÑEDO	967.733	5,75%
LEGUMINOSAS GRANO	386.587	2,30%
FRUTALES CITRICOS	299.518	1,78%
HORTALIZAS Y FLORES	233.830	1,39%
TUBERCULOS	55.702	0,33%
INVERNADEROS VACIOS	35.919	0,21%
VIVEROS	21.182	0,13%

Arable Land



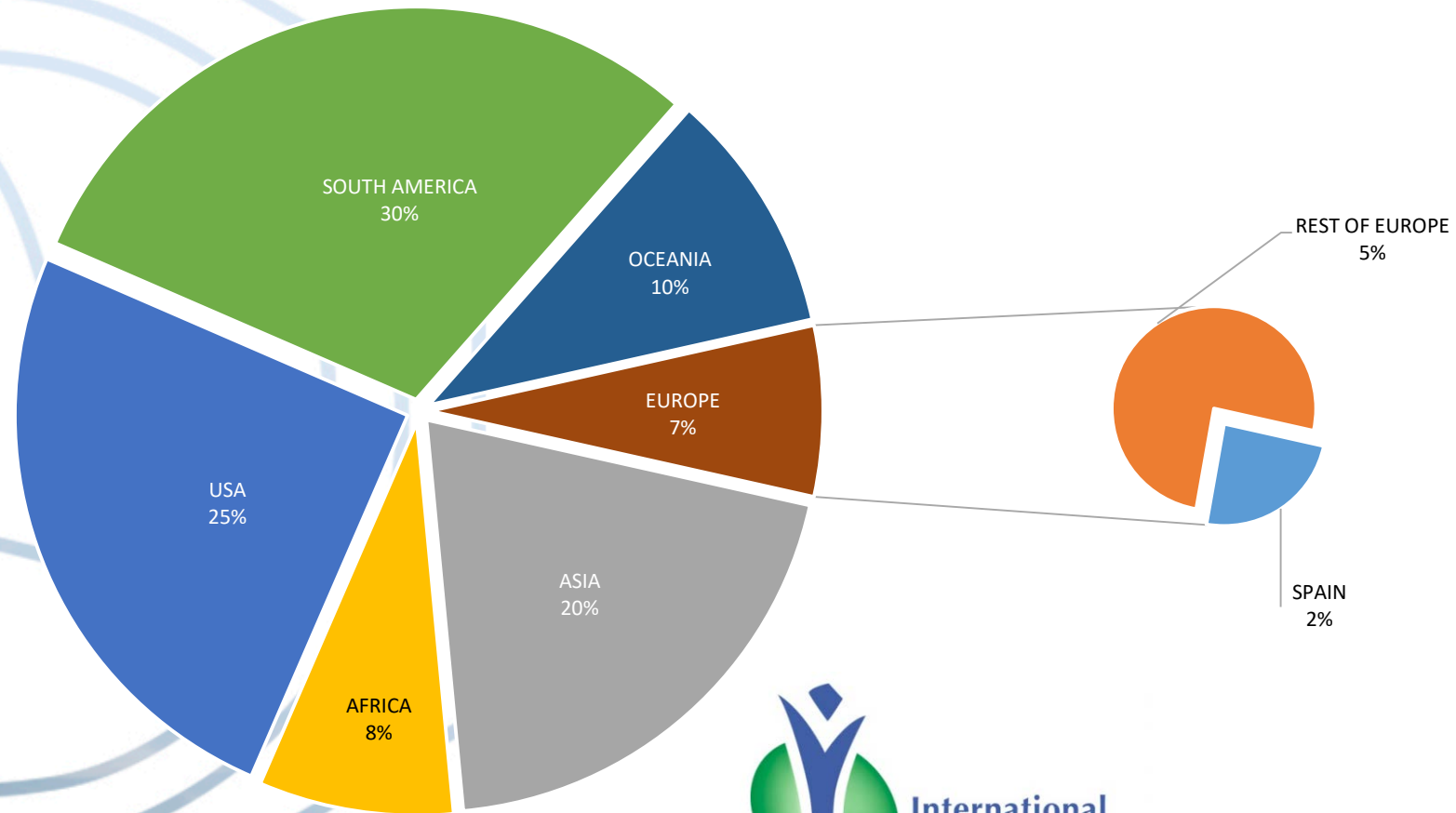
<http://www.magrama.gob.es/>



**HUMA
GRO**

**MICRO CARBON
TECHNOLOGY**

World Fertilizer Consumption



**HUMA
GRO**


**MICRO CARBON
TECHNOLOGY**

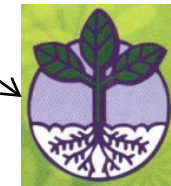
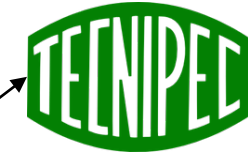
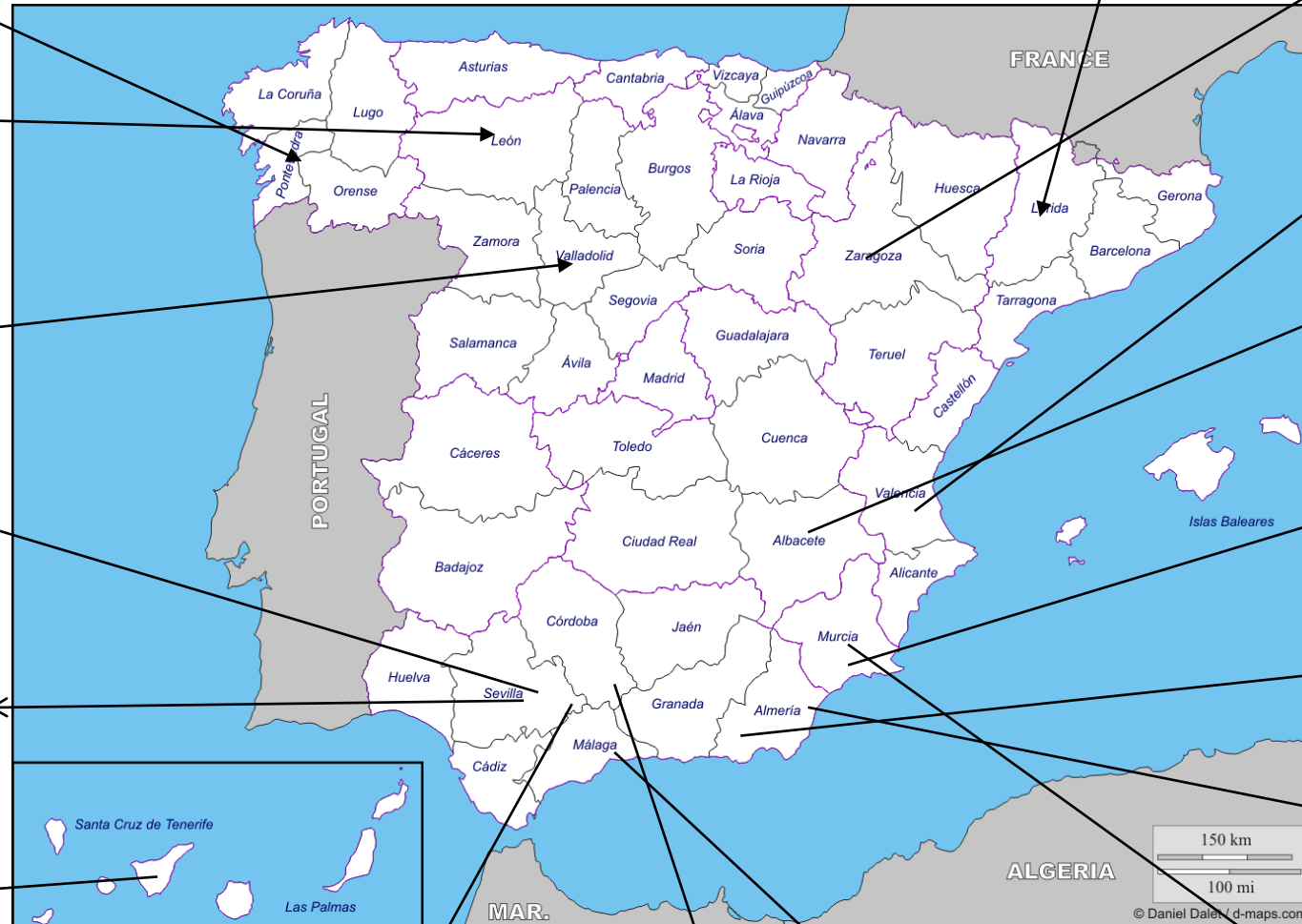
Huma Gro® in Spain

CUTTING-EDGE AGRICULTURE. A BENCHMARK IN TECHNOLOGY AND PRODUCTION

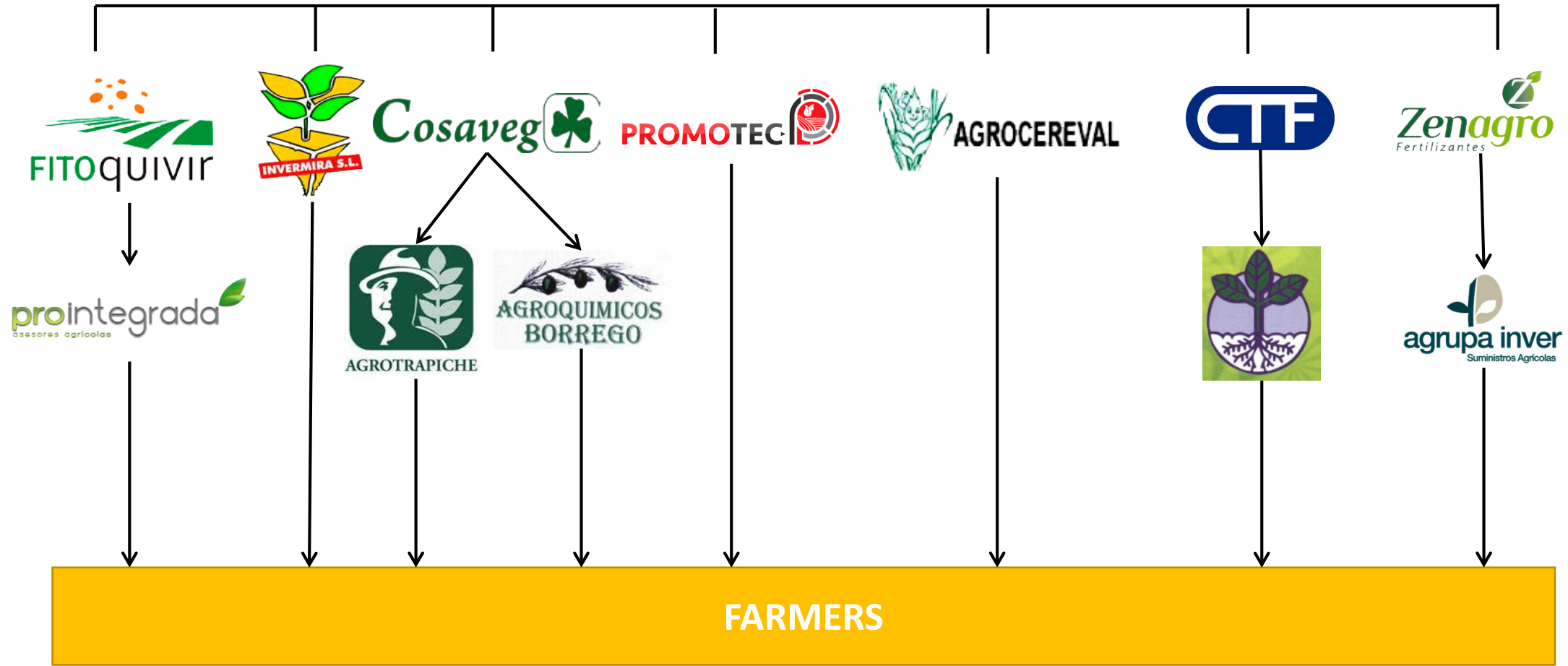
- Constant need of improvement and search of new opportunities.
- Highly competitive sector that constantly requires higher efficiency and better results.
- R+D+i team. **Trials. Research and publications.**
- Unique technology unmatched by other market solutions.



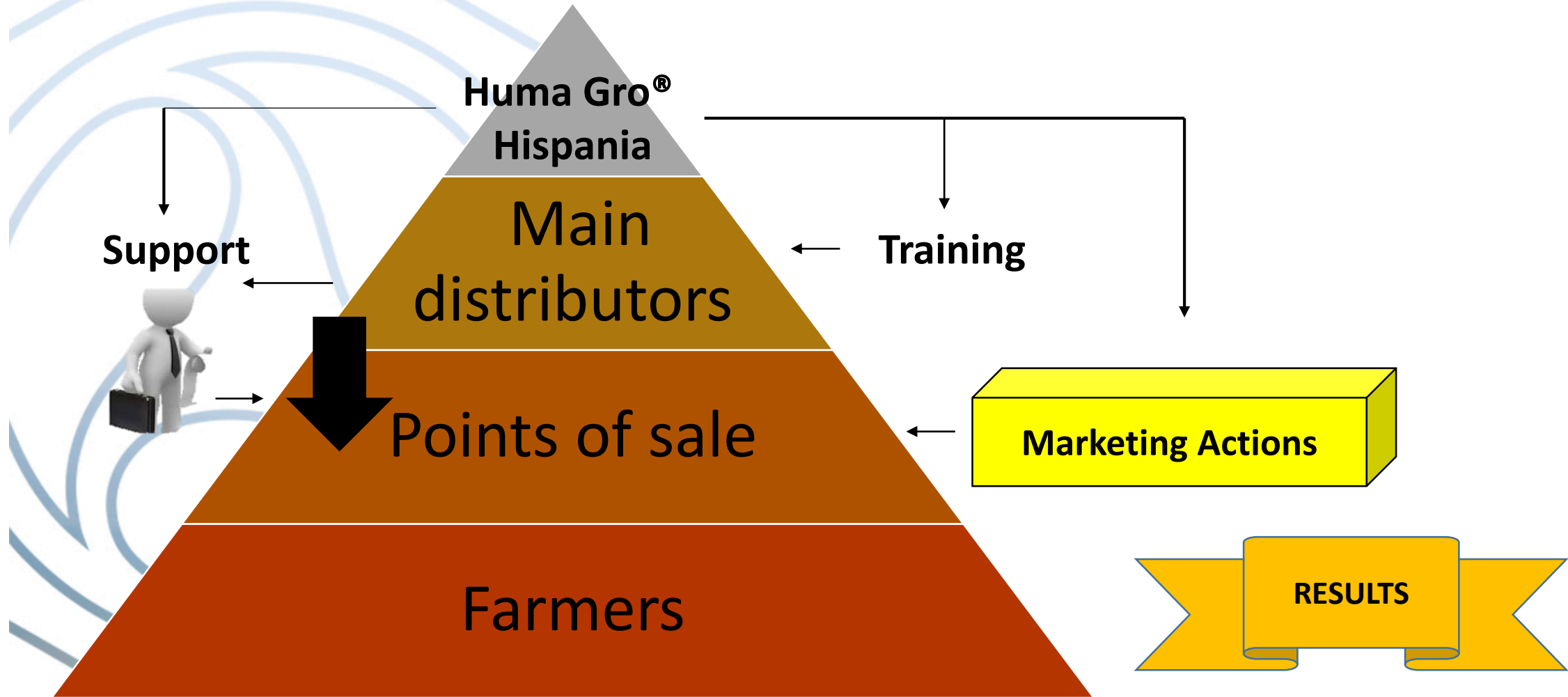
Distributors of Huma Gro® in Spain



HUMAGRO



Structure of Huma Gro® in Spain



Protocol Structure...

Huma Gro® Spain does not sell directly to farmers. It operates through distributors from all over Spain, who have a deep knowledge of crops and a portfolio of loyal customers.

These distributors have, in turn, satellites or small points of sale that allow them to cover strategic market areas and diversify the sales.

These small distributors are responsible for selling products directly to farmers (end customers), and are permanently supported by Huma Gro® Hispania's technical and marketing teams.

Huma Gro® keeps full control over the sale process and is always watching that the sales conditions are enforced.

Direct sales to farmers are prohibited if acting on behalf of a multinational company. We understand that we cannot make collector's agriculture. WE MUST PROMOTE THE BRAND.



Huma Gro[®] is Huma Gro[®] and nothing else...

Huma Gro[®] background is closely linked to the development of BHN products in Spain.

- We do not sell products from other companies.
- We are always trying to find solutions using Micro-Carbon Technology[®].
- All fertilizer solutions are exclusively based on Huma Gro[®] products.



**MICRO CARBON
TECHNOLOGY**
Delivering Nature's Science™

**HUMA
GRO**

**BIO
HUMA
NETICS**
Incorporated



SWOT Analysis on Spain Agriculture

STRENGTHS

- Unique technology
- Great results
- American products

OPPORTUNITIES

- Exports increase
- Larger agricultural area
- Improved productivity

WEAKNESSES

- Unknown technology
- New products to introduce

THREATS

- Great commercial competence and pressure
- Market imitators
- Saturated market
- Distrustful farmer

**HUMA
GRO**


**MICRO CARBON
TECHNOLOGY**

Sap Analysis Tool

- Nutritional follow-up with Micro-Carbon Technology.
- Real time nutrition adjustments.
- Cost optimization, energy-efficiency and environmental performance.
- Tailor-made nutrition.
- Highly efficient fertilizers and technology-based crop follow-up.

The Spanish market is aiming at green production.

We have to work hard for that.



**HUMA
GRO**


**MICRO CARBON
TECHNOLOGY**

Technical Department of Huma Gro® Spain

This technology is brand new and different from any other technology available in the market.

Therefore....

- It demands **technical effort** to adapt the products to the different crops.
- There are new experiences everyday that must be protocolized.
- Answering questions arising from the daily work with a **different technology**.

Everyday, our distributors are connected to Huma Gro® Technical Department to receive prompt answers to their problems.



Communication and Marketing

This technology is brand new and different from any other technology available in the market.

Therefore....

- We must introduce it to the market.**
- We must develop technical, commercial and visual documentation.**
- We must participate in agricultural fairs, radio and TV.**
- We must follow BHN information: logos, trials, documents, colors**
[BRANDING]



Communication and Marketing



HUMA GRO
MICRO CARBON TECHNOLOGY

CERO RESIDUO
HUMA GRO

fruit attraction

5-7 OCT.

ORGANIZAN:
FEPEX
IFEMA Feria de Madrid

VISÍTENOS EN NUESTRO STAND 8E13
www.fruitattraction.ifema.es

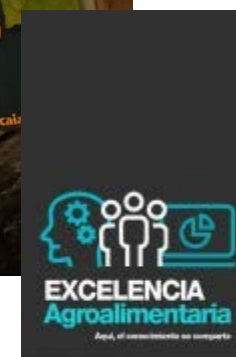


Cooperation with Research Centers



Technical debates,
meetings, participation in
technical workshops...

Practical testing with
research centers UAL,
Cajamar, CDTA, etc.



JORNADA TÉCNICA DE TRANSFERENCIA

TOMA DE DECISIONES EN FERTILIZACIÓN DE CULTIVOS HORTÍCOLAS MEDIANTE ANÁLISIS DE SAVIA

Día 26 de mayo de 2015 a las 9 horas
Estación Experimental de Cajamar Caja Rural
Paraje Las Palmerillas, 25 - Santa María del Águila
El Ejido - Almería



Es necesaria inscripción previa a través del e-mail estacionexperimental@fundacioncajamar.com o llamando al teléfono 950 580 548



Crops in Spain

Huma Gro is present in almost every crop developed in Spain.

- **Industrial Crops:** beetroot, sunflower, cotton, etc.
- **Cereals:** corn, rice, wheat, barley, etc.
- **Cut Flowers:** carnation, rose, chrysanthemum, etc.
- **Olives and Grapevines:** table grape/wine, olive oil, table olive.
- **Citrus:** lemon, tangerine, orange, etc.
- **Pomaceous or Stone Fruits:** pear tree, apple tree, apricot tree, peach tree...
- **Vegetables (open air/greenhouse):** lettuce, tomato, pepper, broccoli, zucchini, cucumber, eggplant, etc.
- **Subtropical Crops:** banana tree, papaya, pineapple, mango, avocado, etc.



Huma Gro® from the very beginning...

Applying Micro-Carbon Technology® from the same seed



Breakout-based root stimulation
in tomato plantations

Development and expansion of banana
plantations using MCT in Tenerife



**HUMA
GRO**


**MICRO CARBON
TECHNOLOGY**

And in intensive crops

Developing the Huma Gro[®] technology in open air and greenhouse crops



And in intensive crops



HEINZ tomato (Aragon, north of Spain)



Zero residue farm where "Plátano de Canarias" (banana from the Canary Islands) is grown



Using a new tool: on-site sap analysis

- It provides instantaneous values for nitrogen, phosphorus, potassium, calcium, sodium, ° Brix, EC and the interrelation between them.
- It allows to adjust the fertilizer depending on the needs and physiological stage of the crop.
- Cost and footprint reduction and optimization.
- Increased production and healthier crop.

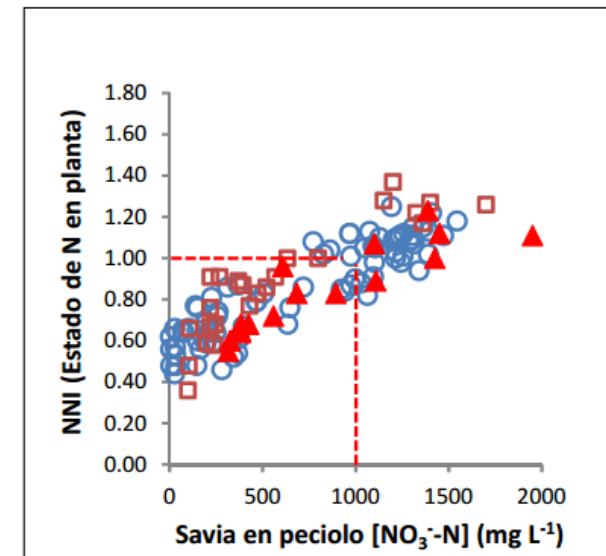


**HUMA
GRO**


**MICRO CARBON
TECHNOLOGY**

Analytical reports are directly given to end customers by Huma Gro® Technical Department

		ppm	meq/L	Bajo	Normal	Alto
Nitrógeno	NO ₃ ⁻	6100	98,379			
Potasio	K ⁺	2800	71,614			
Calcio	Ca ²⁺	730	36,427			
Sodio	Na ⁺	380	16,529			



Huma Gro® gives a professional and good work image



Sap Analysis in fertirrigation with X-Tend®

EC: 1 + water (1.6 total).

TANK A: 4.1% (N), 3.9% (K), 5.7% (Ca)

TANK B: 1.1% (N), 3.,1% (P), 0.7% (Mg), 3.2% (S)

NO₃⁻ (ppm)	1800
K⁺ (ppm)	3300
Ca²⁺ (ppm)	25
Na⁺ (ppm)	110
Ce (mS/cm)	9
pH	6,0
° Brix	5



EC: 1 + water (1.6 total).

TANK A: 4.1% (N), 3.9% (K), 5.7% (Ca) + X-TEND®

TANK B: 1.1% (N), 3.1% (P), 0.7% (Mg), 3.2% (S) + X-TEND®

NO₃⁻ (ppm)	2200
K⁺ (ppm)	3800
Ca²⁺ (ppm)	35
Na⁺ (ppm)	140
Ce (mS/cm)	10
pH	6,1
° Brix	5,5

BETTER COLOR AND PRODUCTION



HUMAGRO

MICRO CARBON TECHNOLOGY

Legislative Framework

CIRCULAR ECONOMY

Date 01/01/2018:

- 25% of the fertilizers produced have to be based on green products.**
- Green agriculture-prone market.**





Liquid technology that revolutionizes agriculture

One small step for man, one giant leap for the earth.



