

## Letter from the Executive Director, Agribusinesses

### Successful Completion of ACI Agribusinesses Annual Sales Conference:

This year, the theme for our conference was “Growth through Innovation”. A business lacking innovation is simply running inefficiently. Innovation can help to discover opportunities which exist and those which are likely to emerge in the future.

Successful businesses not only respond to their organizational needs but also anticipate future trends and develop product or service that allows to timely meet future demand. Last year our agriculture market was stagnant due to low price of paddy, bird flu panic, high input of exchange rate and high bank interest. To assure quality business in this market scenario we have to reduce production cost and introduce innovative technological products for greater benefits of our farmers. Innovative technology will give better yield and reduce production cost, resulting in better profit margin.

In 2013, ACI Seed is introducing new year-round varieties. Fertilizer is expanding to new markets with new technology products. Animal Health is introducing new products through gap identification. Motors is reducing operating cost along with reaching out to price-sensitive customers in slow market. Cropex is restructuring business model to be more aligned with the farmers. Premiaflex is improving efficiency through process re-engineering. These are all

instances of innovation that will drive us even in a slow market.

The way forward for our business lies in innovation through improved operational efficiency, R&D led production development, and more robust brand equity. I hope we can all work together towards this goal and become one of the most innovative players in the industry.



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## BARI develops hybrid tomato seeds

Bangladesh Agriculture Research Institute (BARI) has developed hybrid tomato seeds (BARI HYBRID TOMATO-5) aiming to boost tomato production in the country. A target has been set to produce 460 kilograms of seed this season and around 24,000 bigha of land could be brought under tomato farming through using the produced seeds in next season.



The new variety will increase farmer's production by **30%** and contains some other salient features like attractive size, color and taste and more preservative merits.

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## Virus Helps Scientists Identify bacteria causing blight in cruciferous vegetables

USDA plant pathologist Carolee T. Bull and her colleagues use the virus, known as PBSPCA1, as the basis for a lab test that helps quickly identify *Pseudomonas cananabina* pv. (pathovar) *alisalensis*. The scientists continue to learn about the bacterium's ability to kill arugula, broccoli, and several other cruciferous vegetables.

Bull and her co-investigators have detected and identified this pseudomonad; clarified its taxonomy, or "family tree"; and determined that it is the culprit behind a costly disease called bacterial blight of

crucifers. The blight causes water-soaked spots to appear on plant leaves. Eventually, the spots coalesce and turn brown, giving the leaves an unattractive, burnt appearance that makes the vegetable unmarketable.

Positive identification matters, especially when growers are deciding what to plant as some vegetables are affected by more than one bacteria with similar genotype.



## SL seeds help boost Bangladesh rice output

A locally developed hybrid rice variety by SL Agritech Corp. has captured a fifth of the market share in Bangladesh, contributing to the country's self-sufficiency goals.

Anwar Faruque, Bangladesh Ministry of Agriculture additional secretary, testified to the success of SL-8H hybrid rice, noting that since the initial production of seeds in 2006, the variety has captured 20 % of the country's hybrid rice market share—even surpassing performance of imported seeds from China and India.

At present, SL-8H is grown massively in Monipur Village, district of Jessore.



## Poultry farming in Chalan Beel shrinks

Poultry industry in Chalan Beel area in the district now passing through a tough time as increased prices of inputs, including feeds, medicines and one-day chicks, have appeared to be a stumbling block for its survival.

Frequent diseases have added to the situation. Sources said, forced by the costly expenditure, owners shut down more than 200 poultry farms in the area in the last two years, rendering several

thousand people jobless.

Besides, a few more farms which are still in operation, are also facing closure for other problems.

Several hundred men and women set up more than 1,000 big, medium and small scale poultry farms at their own initiative in Chatmohor, Bhangura, Faridpur, Tarash, Raiganj, Ullapara, Shazadpur, Gurudaspur, Singra and Atrai upazilas of the district in early

90s to get out of unemployment and poverty.

But business in the poultry farms nosedived in recession since they were attacked by various diseases, including avian influenza, and affected by price hike of feeds and other inputs in the



## New products released by Animal Health

ACI Animal Health constantly tries to bring new kinds of products in the market in order to solve persisting problems of poultry, cattle & aqua sectors. In January 2013 the business launched Five new products:

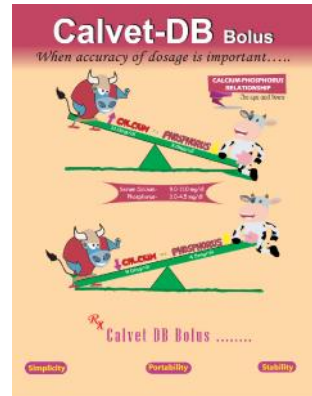
**Acitamol (vet) Bolus (for Cattle portfolio):** A widely used over-the-counter analgesic (pain remover) and antipyretic (fever reducer), which do not cause ulceration.

**Betamune (for poultry portfolio):** An effective Immune Simulator for both specific and non-specific immune response which is

being marketed for the first time in Bangladesh, manufactured by Kenzy medipharma inc, Canada. This increases the efficiency and the response of broiler, layer and breeders during vaccination. It also increases the animal's resistance to any form of stress.

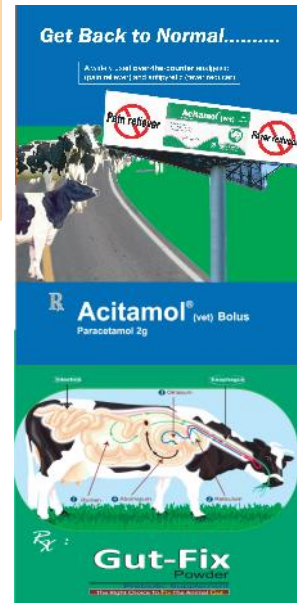
**Calvet -DB Bolus (for cattle portfolio):** Ensures balanced Calcium Phosphorus ratio when accuracy of doses is important. This increases milk production, ensures growth of animal, and prevents milk fever

**CD-vet (for cattle portfolio):** A water soluble



calcium supplement with vitamin D3 powder which is being marketed for the **first time in Bangladesh** & is manufactured by ACI Ltd, Narayanganj. This supplement is for oral use and a quicker solution to calcium deficiency.

It also improves body weight & FCR (Feed conversion ratio), prevents diarrhoea & dysentery.



## 1<sup>st</sup> Prize in Agro-machineries sector for ACI in Agro- Technology Fair at

Bangladesh Agricultural University (BAU) has successfully arranged the 50<sup>th</sup> Golden Jubilee Celebration & Alumni Reunion-2012. On this occasion, an Agro-technology fair was also arranged. Various government and non-government Agricultural institutions participated in this fair. Among these institutions, ACI Agribusiness was the principal attraction of this fair. The full coordination of arrangement of the fair was done by **ACI Motors**. We successfully attained the first position in Agro-machineries sector in. ACI Agribusiness participated in this fair with a large themed pavilion of a modern village of Bangladesh. ACI Motors

displayed their new products like SONATRAC DI-20, the smallest cultivation tractor in Bangladesh, R-24, the new 24 Blade Power Tiller with 16 HP Engine, Daedong Combine Harvester, Rice Transplanter and other modern technologies like Cocoons, Drip Irrigation Solutions etc.

The occasion was inaugurated by Honorable Prime Minister of Bangladesh, Sheikh Hasina. Other distinguished personalities present in the fair were Agriculture Minister Motia Chowdhury, Food Minister Abdur Razaq, LGED Minister Syed Ashraf, Water Resource Minister Ramesh Chandra Sen, BAU Vice

Chancellor Dr. Rafiqul Haque, Executive Director of ACI Agribusiness Dr. F H Ansarey and higher officials of BAU, BADC, BARI, BRRI, IRRI and other major government agriculture institutions.



## Retailer meeting on maize seed

ACI Seed has marketed two Maize varieties (Profit and 3110) across the country. For strengthening maize seed sales we have arranged a few retailers meeting at the north part of the country. The programmes were arranged at Nilphamari Kaharul, Birgonj & Dinajpur. Around 100 dealers and retailers were present and shar-

ing their experiences with us. We gave them training regarding maize cultivation and explained our marketing programme. They were highly satisfied to be associated with this programme and showed their eagerness to sell ACI marketed Maize Variety. We have collected a forecast for maize seed selling to meet up the budget of

our maize seed.



## Field Day Programme on Hybrid Vegetable



ACI Seed has arranged massive field day programme on different hybrid vegetable crop varieties throughout the country in January 2013. The programme was jointly organized by ACI Seed and South Asia Enterprise Development Facilities (SEDF). ACI marketed Hybrid Vegetable Cauliflower: 671, White Star, White Gold, Advanta 403, Cabbage: Advanta 1303, Tomato: Godagari Super, Alankar, Pumpkin: Sweet

Gold, Bottle Gourd: Marshal Super, Moina etc which were found excellent across the country.

All the varieties has created a very positive image among the end users, dealers, and retailers mind through its performances. All the stake holders were highly satisfied to see the live performance of these varieties. ACI Seed was highly appreciated from all its stakeholders

due for supplying quality seed of all varieties.



Three new products have been launched by ACI Fertilizer in January 2013 promising success and s. These include:

**RUSTIC** which is an Organic Fertilizer has been sourced from the vegetable waste of Khulna City Corporation adding to the portfolio of the business. The demand for organic fertilizer generated from Barisal, Khulna, Jessore and Kushtia will be fulfilled from this point.

Quality campaigning of **Monozinc & Heptazinc** was done at DAE through trade & farmers level training, meeting and result demonstration.

**Power (GA3)** is used to save seed beds from cold injury and has shown excellent results in Bogra, Rajshahi and Rangpur.

On another note, combined use of Excel Gold and Power GA3 showed extra ordinary result on maize production in Kushtia, Rangpur and Dinajpur.

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*Prosperity through Food  
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