

9 December 2016

ASX RELEASE / MEDIA RELEASE

## Organic fertiliser sales and marketing progress

### Investor update conference call on December 14, 10:30am AEDT

#### 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

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

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.

ASX: FTZ



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#### Board of Directors

Chairman  
Non-Executive Director  
Non-Executive Director  
Company Secretary  
P. Avery  
J. Chisholm  
A. Byass  
J. McInally

#### Key Projects

Wapiti  
Fernie  
Ownership: 100%  
Ownership: 100%  
  
**Fertoz Ltd** A.C.N. 145 951 622

## 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.

**For further information, please contact:**

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