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NEWS RELEASE

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Canada's Crop Protection Industry Initiates Connectivity Project with AgGateway

WASHINGTON, DC – Canada's crop protection industry has called upon AgGateway to facilitate a new project called Crop Protection Canada Connectivity (CPCC) to electronically link crop protection product manufacturers, distributors and retailers, thereby greatly improving the order-to-invoice processes, improving product information traceability and saving significant costs.

"The CPCC project represents a major step forward for the crop protection industry in Canada. By streamlining its supply chain and moving toward more effective traceability of product information project participants will see significant operational efficiencies that will likely also translate into considerable savings." says Rod Conner, President and CEO of AgGateway.

The project, which is scheduled to begin first quarter 2012, is endorsed by CropLife Canada, the trade association representing Canada's plant science industry, and builds on AgGateway's successful and proven approach, which is already in use in the United States' crop protection industry.

Companies interested in participating in this project should contact Marilyn Hunter, AgGateway Enabling Services Director, at 916-429-0509 (email: marilyn@aggateway.org).

AgGateway, the industry leader in eBusiness standards and implementation in the U.S., is a non-profit consortium of businesses serving the agriculture industry, which helps member companies improve their profitability and productivity by promoting, enabling and expanding eBusiness in agriculture and agriculture related businesses.

CropLife Canada is the trade association representing the manufacturers, developers and distributors of plant science innovations, including pest control products and plant biotechnology, for use in agriculture, urban and public health settings.

For more information, please visit the AgGateway website at www.aggateway.org or contact AgGateway at 916-429-0509.