

FMC showcases its global facilities

FMC Australia took a group of its most valued customers, including senior agchem business managers and technical leaders, on a study tour to the US last month.

Showcasing FMC as a Tier 1 crop protection company, head of sales **George Saville** and herbicide portfolio manager **Hugh Palmer** accompanied their guests on a tour of the FMC Philadelphia headquarters and the new technology under development at Stine Research Centre.

“It was an honour to host a group of our strategic customers at the FMC headquarters and Stine,” Mr Saville said. “The facilities were impressive and our FMC Global hosts were tremendously hospitable and generous with their time.”

The group spent time at the Philadelphia headquarters meeting with FMC senior leaders, including CEO and chairman **Pierre Brondeau** who provided a very candid insight into the modern FMC, the global market and FMC’s competitors.

Elders technical services manager **Graham Page**, one of the seven customers who joined the trip said, “It was a unique opportunity for me and a privilege to be included on the tour. To get insight to the company direction and meet with global heads and the CEO was a once in a lifetime experience.”

During their time at the Stine Research Centre, the team met with FMC vice president and chief technology officer **Kathleen Shelton**, who provided an insight into FMC’s R&D capability and pipeline – the highlight of the trip, according to Mr Saville.

Under development at the research centre was FMC’s unique broadacre herbicide soon to be released into the market.

“The opportunity to visit the Global Formulations Science lab and talk with the FMC scientists working on Overwatch



Tim Condon, Delta Ag, Hugh Palmer, FMC, Andrew Munzer, YP Ag, Tony Rosser, Great Northern Rural, George Saville, FMC, Pierre Brondeau, FMC, Graham Page, Elders, Gerard O’Brien, Western Ag Supplies, John Young, Elders and Ash Batten, AGnVET Services at the FMC tower in Philadelphia.

herbicide gave me great confidence in the formulation capability behind this blockbuster herbicide,” Mr Palmer said.

Following the visit to Stine, Mr Page said, “The discussion we had as a group with the inventors and researchers really pointed out to me how unique this opportunity is for Australian farmers, and why Overwatch herbicide has the potential to become the new leader in pre-emergent chemistry for ryegrass and broadleaf weed control in wheat, barley and canola.”

In showcasing FMC as a true Tier 1 crop protection company and providing key customers with the opportunity to interact with the senior leadership and scientists at FMC globally, the Australian team are continuing to focus on customer-centricity and building enduring customer relationships.

Mr Saville said, “Our customers came away with a renewed perception of FMC as a key player and business partner in the global agricultural chemicals market. For me, I returned from the US feeling proud to be working at FMC.”



Tony Rosser presents Pierre Brondeau with a kangaroo pelt on behalf of the Australian study tour group.



The tour group at FMC’s Stine Research Centre.