

Why are we here? What are we aiming to achieve?



Our purpose

- ✓ Operate as the industry body for businesses and people who spread, distribute, sell, store, transport, manufacture or provide advice on the use of fertilisers or soil ameliorant products
- ✓ Represent the interests of its member organisations in respect to government, the environment and the fertiliser industry in general
- ✓ Encourage the investment of funds in education, research and development in the fertiliser industry
- ✓ Develop strong and effective relationships with
 - members through networking and capacity building opportunities
 - agricultural agencies to promote the sustainable use of fertilisers and soil ameliorants
 - key suppliers to the fertiliser industry to be able to negotiate significant benefits for members
- ✓ Work towards improving the operating standards within the fertiliser industry
- ✓ Engage in any other activities in the interests of the members and the fertiliser industry

Our Key Objectives

- ✓ Diversify and increase membership
- ✓ Have the AFSA seen as a positive force for environmental sustainability and food security
- ✓ Conduct the affairs of the Association in a businesslike, ethical manner

Our Values

- ✓ Integrity - Doing what we say we will do
- ✓ Respect - Towards our members and other stakeholders
- ✓ Openness - Open honest governance without hidden agendas