

Press Release

NICHINO – a leading Japanese Plant Protection Company - starts to work more closely with distributors in the UK and Republic of Ireland.

Nichino Europe Co., Ltd, a 100% subsidiary of the Japanese Plant Protection Company Nihon Nohyaku Co., Ltd in conjunction with its distributors, will provide innovative plant health solutions to UK and Irish farmers from 2025 onwards.”

As a research and development-oriented company, we would like to support farming in UK and Ireland by providing innovative crop protections products, adjuvants and biostimulants to improve the productivity and efficiency of crops.

In 2023, **Nichino Europe** acquired **Interagro (UK)**, a leading manufacturer of agricultural adjuvants and biostimulants. For more than 30 years, **Interagro** has worked in partnership with farmers, distributors, and experts within the agricultural industry to help to protect crops from pests, weeds, diseases, and more recently, climate change, that impact the food we eat.

Utilising the known and well trusted platform provided by Interagro, Nichino started marketing of existing proprietary products based on Pyraflufen-ethyl products (GOZAI, KABUKI) from January 2025; products based on Flutolanil will follow in summer 2025.

Interagro and Nichino will jointly develop and introduce new and innovative solutions to support plant health in key UK and Irish crops.

In forthcoming years, the introduction of new solutions based on Pyraflufen-ethyl, a biostimulant specifically dedicated to root and bulb crops (e.g. potatoes), and other innovations are planned. From 1st of April 2025, Nichino Europe and Interagro will act as one company under the Nichino Europe brand.

Will Ramsay, Director Interagro: “This takeover marks the beginning of an exciting new chapter for the established Interagro business in the UK and Ireland,” said Will Ramsay, UK Director. “We will be bringing even more innovative, high-quality solutions that will help to drive growth, improve sustainability, and support agriculture in the region for the future. Nichino Group will allow us to integrate the best of Japanese and Global technology with local agricultural expertise, providing real, impactful solutions for the sector.”

Manfred Hilweg, Managing Director NICHINO: After many decades of successful marketing of our crop protection products in UK and Ireland by national distribution partners, we look forward having more direct contact with farmers and dealers to create innovate and tailor-made plant health solutions. I am grateful to have Interagro with its vast experience and excellent reputation in the market on our side to start this new and exciting journey.

Contact details:

- Will Ramsay: wramsay@nichino-europe.com
- Manfred Hilweg: mhilweg@nichino-europe.com
- Nichino/Interagro office: info@nichino-europe.com