



FOR IMMEDIATE RELEASE:

## **UAP Canada and Taurus Technology Form Nutritional Products Partnership**

**February 9, 2010 – Oak Bluff, MB; Pine Lake, AB** – UAP Canada Inc. and Taurus Technology Inc. have concluded an agreement that will see Taurus provide marketing services in support of UAP Canada's specialty nutrient portfolio in western Canada. The agreement takes effect immediately.

"We're very excited about our new partnership with Taurus," says Eric Gregory, Product Manager with UAP Canada, based in Oak Bluff, Manitoba. "Taurus has a strong track record of supporting agricultural retailers and growers with innovative specialty products and services and we see an excellent fit between our nutritional products portfolio and their capabilities in this area." Under the terms of the agreement between the two companies, Taurus will market the complete portfolio of UAP's specialty nutrient products which includes an extensive line of liquid and water-soluble micro and macro formulation fertilizers.

Craig Davidson, Managing Partner with Taurus, says the agreement with UAP Canada is a win-win for both organizations. "Agriculture has and will continue to see tremendous change in western Canada over the next several years. We want our retail and grower customers to be on the leading edge of that change and our new partnership with UAP Canada and the access it provides to new and leading nutritional technologies will play a significant role in meeting that objective."

"The ability to deliver proven products to strengthen our offering in this area, for the benefit of retailers and growers was a key driver behind the agreement with UAP Canada," says Daren Bryant, also a Managing Partner with Taurus. "This arrangement marries UAP's ability to provide those products with our focus on support for Western Canadian agriculture at the production level."

UAP's Gregory notes that while the agreement is initially focused on the current portfolio of the company's nutritional products, additional products that are added to UAP's portfolio in the future will also be covered by the agreement with Taurus. The agreement between the two companies covers the provinces of Alberta, Saskatchewan, Manitoba, and the Peace River Region of British Columbia.

### About UAP Canada

Founded in 1978, United Agri Products (UAP) is the largest distributor of agricultural and non-crop inputs in Canada and the United States and is an emerging developer of their own proprietary innovative new technologies. UAP is helping growers meet the challenges of higher crop yields and healthier production practices by offering a comprehensive line of proven crop protection products, including plant nutrients, herbicides, fungicides, insecticides and specialty products. These products are available to Canadian growers

through national and regional dealers. UAP Canada is headquartered in Dorchester, Ontario, with regional offices in Oak Bluff, Manitoba and Langley, British Columbia and reps in every corner of the country.

About Taurus Technology Inc.

Taurus Technology is a marketing and agronomic services company, focused on supporting agricultural retailers and growers by working with manufacturers to develop and market innovative products and services for use in western Canadian agriculture.

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**For further information, contact:**

Eric Gregory  
Product Manager  
UAP Canada Inc.  
Oak Bluff, MB  
Phone: (204) 888-1293  
Mobile: (204) 250-7502  
[egregory@uap.ca](mailto:egregory@uap.ca)

Daren Bryant  
Managing Partner  
Taurus Technology Inc.  
Pine Lake, AB  
Phone: (403) 815-4787  
[dbryant@taurustechnology.com](mailto:dbryant@taurustechnology.com)