

## FAO & CHINA ON SOUTH – SOUTH COOPERATION A Beacon for the Industry – Extending the Success of Recent Years

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### Overview

In June 2016, China and the FAO agreed to broaden the scope of their successful collaboration over recent decades towards greater food security. Jointly, they worked to devise a deeper set of efforts and goals aimed at promoting rural development across the region.

It was reported in the communication that since 1990, China has successfully lifted 138 million people out of chronic hunger. It has reached the World Food Summit Goal, in addition to reaching the Millennium Development Goal of halving the prevalence of hunger ahead of the 2015 deadline. Throughout this time the FAO has provided technical support to over 400 agricultural projects that ultimately have benefited tens of millions of people.



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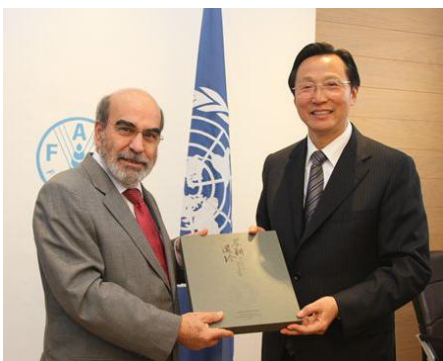
China has also been a strong advocate of regional development cooperation helping to transform the rural livelihoods of populations in more than 20 countries. In this venture Chinese experts worked with local institutions to support farmers and effectively transfer appropriate knowledge, technologies and practices.

FAO Director-General particularly made mention of China's strong leadership on food security and nutrition.

The full media release on this important and aspirational Memorandum of Understanding can be viewed [here](#).



Food and Agriculture Organization  
of the United Nations



## RLF in China

RLF has been established and fully operational in China since **2009**.

It worked cooperatively with the Chinese authorities in order to obtain the official registration of RLF China, a wholly owned foreign enterprise.



In **2010** RLF China completed construction of its 2,000sqm factory, to be used for the formulation, packaging and distribution of a small range of its product. The honour of becoming the first Australian company manufacturing Specialty Fertilisers for the domestic China market therefore fell to RLF.

**2011** saw the commencement of a full product trials and registration program in order to test product and agronomic performance. The roll-out of product registrations has continued to this day.

Dr Mike Lu commenced as General Manager in **2012**. With his leadership RLF commenced a full corporatisation, recruitment and sales program designed to grow the business. The results of the trial programs embarked upon in 2011 were far better than anticipated, showing consistently good or great results. Commercial confidence that RLF products suit the China agricultural landscape builds with these performance results.

In **2013** RLF invested in more factory capacity and purchased more packaging machines. The product range continued to grow, and expansion continues with more local sales and support staff employed.

By **2014** RLF is firmly established within China agriculture and importantly establishes relationships with major China Ag-chem companies. Staff numbers increase and RLF becomes an employer of choice for many local folk with strong ties to the land. Capital investment in plant continued in order to keep pace with increased product demand.

RLF Chemical Fertiliser (Shanghai) Co. Ltd, a second WOFE is established.

Today in **2016** RLF continues to expand its commitment and its business in China as it brings innovative, modern management solutions for farmers.

## Challenge and Commitment

RLF is proud to be part of China's agricultural future.

As with the aspirational goals set down between the FAO and China, RLF knows that it has much to contribute to building on the successes of past years. There is every reason to be optimistic about China's agricultural future – and RLF's place within it. Awareness and education through Internet communications is making it easier for farmers and growers – and particularly those in isolated regional areas – to better understand the science and technology behind products and why and how they should be used.

RLF continues to focus attention on expanding information, support and sales reach so that rural development targets can be met.

RLF too, is extending the successes of its recent years.



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