

Pro Cam UK Limited

Year ended 31 December 2019

Statement required in connection with Section 172 Companies Act 2006

The purpose of this statement is to explain how the directors have discharged their duties under section 172 of the Companies Act 2006. This requires them to promote the success of the company for the benefit of the shareholders as a whole, whilst also having regard to broader matters including the interests of other stakeholders.

The directors have identified the following principal stakeholder groups who are integral to our “*Agronomy that delivers*” business model:

- Employees – the success of ProCam is built up the commitment of all of our people: agronomists, logistics teams together with the support staff;
- Suppliers – who includes the world’s leading research and development-based crop protection businesses as well as a number of smaller specialist producers. We represent an important part of their distribution channel to growers ; and
- Customers – our focus is on achieving customer satisfaction by providing them with service excellence and facilitating access to the range of products they need to optimize returns from their crops.

As an owner-managed business, the shareholders are all actively involved on a daily basis and understand the importance of the interests of each stakeholder groups. In particular, the shareholders believe that it is vital to maintain short-reporting lines within the business to ensure that both themselves and the senior management team remain visible and accountable to employees, suppliers and customers. In addition to formal management meetings, regular meetings are held with our agronomy and logistics teams around the country to share our strategic objectives and to seek constructive feedback as to how these may be adapted to fit their local trading conditions.

The debate about the future of food, both in the UK and globally has intensified during 2019. There is now an increased focus on the sustainability of both current production methods and diet choices as the World’s population grows beyond 7 billion people and climate change becomes a reality. We consider that ProCam has an important role to play:

- Feeding the World’s ever-expanding population requires the efficient use of the resources available to mankind. Our “*Agronomy that delivers*” business model, supported by “*ProCam4Cast*” helps our customers increase productivity and optimize returns from their crops;
- Through our membership of bodies such as the Agricultural Industries Confederation, we maintain a dialogue with government: focusing on promoting the importance of efficient food production in the United Kingdom and stressing the importance that the decision-making is based science-based evidence rather than well-meaning but often mistaken emotion;
- We have long-established relationships with the leading agricultural universities and colleges in both the UK and Poland, which enables us to contribute to both research projects and the training of the next generation of growers and their professional advisers;
- We engage with the wider community through participation in wide range of national and local agricultural shows open to the general public. This provides us with the opportunity to connect with people who otherwise may only have limited opportunities to appreciate the importance of scientific innovation to food production.

This report was approved by the board on 22 July 2020 and signed on its behalf.

ID Beswick - Director