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Harvest Minerals Limited ('Harvest' or the 'Company')

Expanded Marketing Channels of KP Fétil® to Include High Margin Retail & Reseller Markets

Harvest Minerals Limited, the AIM listed remineraliser producer, is pleased to announce that its direct application natural remineraliser, KP Fétil®, can now be sold in small 25kg bags following approval from the Ministry of Agriculture, Livestock, and Food Supply (“MAPA”), further expanding the Company’s marketing channels.

KP Fétil®, produced at the Company’s 100% owned Arapua Fertiliser Project in Brazil, was previously only able to be sold in 13-50 tonne bulks or one-tonne big bags suited for the larger wholesale farmers and smaller scale agricultural market and co-operatives, respectively. The addition of the 25kg bag option provides an important diversification of marketing channels to include small to medium sized farmers and resellers. It also facilitates further commercialisation of the fruit and vegetable market segments, which should see an increase from existing sales volumes since these buyers are more inclined to buy smaller bags of fertiliser.

Notably, the 25kg-bag packaging is part of a more pulverised market and drives higher profitability margins than selling in bulk. Additionally, it is anticipated that the KP Fétil® branding will benefit as the bags will provide greater visibility to Harvest’s product throughout the region and country.

Brian McMaster, Chairman of Harvest, said: *“We are pleased to be entering the market of small bags, which we have been planning since last year. MAPA’s approval of the 25kg bag positions Harvest as a contender in the higher margin retail and reseller fertiliser market, which supplies the likes of home gardeners, small farmers and fruit and vegetable producers. Our sales and marketing team will be launching a marketing campaign to promote the new packaging in the coming weeks, and I look forward to updating shareholders as we progress with our commercialisation efforts.”*



Figure 1: KP Fétil® Delivery Packaging

****ENDS****

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