



 **zantra** ltd  
committed to crop protection

# Customer Focus Crop Production

## Introducing Zantra

Zantra is one of the largest independently-owned agricultural merchants, supporting farmers, independent agronomists and buying groups across the UK. We work in partnership with each customer to maximise the return on their investment by providing an individually tailored, high level of service. Zantra offers effective crop protection solutions for combinable, vegetable, potato and root crop production, based on industry-leading agronomic advice.

We supply an extensive range of crop protection products, crop nutrients, fertiliser and seed from leading manufacturers.



**Zantra recognises that effective crop production requires the right advice, backed by the right products, to ensure high yields and productivity.**

We provide a personal, professional and reliable advice and supply service that delivers the products our customers need, when they need them.

This is made possible through the strategic locations of our BASIS approved depots which ensure a fast turnaround with prompt delivery direct to the farm store.

In short, we offer:

- Highly effective crop protection solutions for combinable, vegetable, potato and root crop production
- An extensive range of trialled and tested crop protection products and crop nutrients
- Fertiliser and seed
- Industry-leading agronomic advice based on local trials
- Next day tracked and timed delivery direct to our customers' store.

We listen to our customers, focus on what they want and deliver a tailored service that makes a positive difference.

**With a technical impetus provided by a team of established agronomists we know that timing is everything.**

Quite simply, if we fail to deliver the best advice and product selection on time and in full, we fail to deliver what our customers' crops require to maximise yield potential and produce the returns their businesses need.

We have adopted the highest standards of customer care across the farm supply industry.



Established Pedigree

**Zantra has a ten year history. Over this time, the business has grown through word of mouth, on the strength of its service and its commitment to customers, to become one of the largest independently-owned agrochemical merchants in the UK.**

Established in 2003 by Murray and Elisabeth Mackay, both from fourth generation farming families, Zantra is farming led and farming focused. Murray, Elisabeth and the team have built a dedicated agrochemical service operating across the major arable regions of England and Wales.

There are no external shareholders. Zantra's board comprises agricultural specialists, helping ensure that the company is focused on delivering a service that has farmers and farming at its heart.

Owned by a farming family, we fully understand our customers needs and strive to meet them.



**Zantra is proud to have built strong partnerships.**

We support buying groups and independent agronomy businesses across the UK. These include farmer-owned agricultural purchasing groups and regional independent agronomy-led buying groups who order on behalf of their farmer customers.

We work with them to ensure we meet their exacting product requirements. Offering planned offtake scheduling, alternative brand offers, a high level of support and next day delivery.

A photograph of four men standing in a lush green field, engaged in conversation. The men are dressed in casual, practical clothing like vests and button-down shirts. The background shows a line of trees under a bright sky. The overall mood is professional and collaborative.

Personal  
Professional  
Proud

## National But Local

We are a company that thrives on the passion, enthusiasm and determination of our team and their belief in our business.

**From our headquarters at Garden Farm, Great Staughton, in Cambridgeshire, Zantra distributes agrochemicals and speciality crop nutrition products UK-wide daily.**

We do so through a network of strategically located BASIS approved depots.

These include, Doncaster in the North of England, Faversham and Winchester in the South plus, most recently, Telford in the West Midlands.

Each site holds the stock that we know our customers require, and which, during peak periods of the growing season, are topped up overnight.

Each store is run by well qualified managers and drivers – a key cog in our farm service team - who focus on outstanding customer service.

Our aim is to ensure that everyone in our team, whether they are involved with order processing, agronomic advice or prompt delivery, helps us exceed customer expectations.

As a result, our team aim to go that extra mile and no matter what each individual's role within Zantra, our service aims to set us apart from our competitors.

# Farmer Focused Technically Credible

The company has expanded its business operation and is now offering serviced agronomy from an increasing number of depots across the UK. This means that Zantra now delivers a much wider advice-based service to those customers who request it.

This has been facilitated by the appointment of an agronomy manager (Stuart Alkin), a dedicated technical potato consultant (Barrie Florendine), alongside our technical director (Chris Bean) and a growing number of agronomists UK wide.

Their no nonsense approach to rigorous agrochemical testing and selection is now driving Zantra's product portfolio for each specific situation and crop.

This, backed by the company's fast and efficient customer supply focus, ensures we can deliver a highly professional crop protection and production service.



# Agronomy Support

**Our farm supply business has been strengthened by the recruitment of a growing number of experienced agronomists.**

This has enabled us to provide individually tailored agronomy support where it is requested.

Our agronomists provide crop protection solutions, focusing on clear practical approaches that improve yield, quality and profitability.

This includes regular, planned, crop inspections and cultural, varietal, nutritional and crop protection advice with due respect to the environment.

Our aim is to be the benchmark for technical agronomy advice and services to UK farmers and growers.

We are always looking for similar, like-minded people to join our expanding team.

Our agronomists chose to join Zantra because they recognise and appreciate the high level of support we supply to each and every customer.



## Trialled And Tested

Our advice is driven by crop need and supported by trials and farm evidence that confirm the fit and position of each key product.

**Our farm supply and advice service is now supported by our own independent trials at key locations in the main arable regions.**

This work aims to address key issues such as weed, disease and pest resistance. It also helps to generate technical data to enhance our agronomists' understanding of product performance as they strive to maximise returns on crop production investment.

For example, nutrient development work is being undertaken in a broad range of crops helping us to identify new approaches that we share with our customers.

We work closely with plant breeders, testing their new material at an early stage of development under crop protection programmes.

We host summer meetings at our trials sites and warmly welcome visitors to see how we investigate and develop agronomic approaches across a range of crops.



**We bring our customers the most appropriate products, backed by local expertise and an unrivalled customer service that best meets their cropping needs.**

We supply an extensive range of products including fungicides, herbicides, insecticides, plant growth regulators, molluscicides, nematicides, adjuvants, micronutrients, fertiliser and seed.

The products we select allow us to provide our customers with the right, balanced, crop production programme, which makes a positive difference to their farm's productivity.



**Our aim is to exceed customer expectations by monitoring service levels and responding to feedback.**

Talk To Us



We are sure we can bring positive benefits to any crop production operation and would be delighted to discuss how we could make a difference to you and your business.



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