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Life Scientific appoints new UK country manager

Life Scientific, the leading Dublin based off patent crop protection company has appointed Ruth Stanley as its UK country manager - reflecting the company's success in bringing cost-effective crop protection solutions to UK growers over the last two years.

Mrs Stanley previously held the position of UK technical manager within Life Scientific. This recent promotion will see her taking on responsibility for the ambitious growth plans that the company has to continue to develop its portfolio of innovative off-patent science solutions for the UK's arable sector.

Mrs Stanley brings a wealth of experience and first hand farming knowledge to the role, as she is an active partner in her family arable farming enterprise in Leicestershire, and previously held the position of campaign manager for BASF for herbicides and PGR's. She is also a BASIS examiner.

She sees significant opportunity for the growth for Life Scientific in conjunction with its distribution partners. "Farm businesses are currently under pressure to maintain profitability in a very unsure and challenging environment, so keeping costs down without compromising yield and quality is of paramount importance," she says.

"Life Scientific has a unique approach in the industry – no-one else is doing what they are in terms of reverse engineering. The firm's ability to respond quickly and efficiently, at a cost effective price brings more competition to our marketplace at the right time to benefit UK growers – and this really appeals to me."

This year the company was the first to market with their off-patent prothioconazole based fungicide Aurelia, as well as prothioconazole and tebuconazole mixes Oraso Pro and Esker .

"Our approach is obviously working, "she points out. "We have seen unprecedented demand for our products this spring, and have been able to maintain supply despite the challenges of the Coronavirus pandemic."

Nicola Mitchell, CEO of Life Scientific says: “We are delighted that Ruth has taken on this significant role at what is an exciting and significant time for our UK business. Her experience of working with a cross section of the industry will ensure that our products will be well positioned to provide much needed product choice and security of supply to the UK’s farmers and agronomists.”