

# H.J. BAKER & BRO., INC.

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**Oils, Fats & Meals**

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## **GLOBAL AGRICULTURE FIRM H.J. BAKER & BRO., INC. EXPANDS INTO LATIN AMERICAN MARKETS**

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### **Citing Growing Demand in Latin America, Global Agriculture Firm Establishes Sales Office in Guadalajara, Mexico**

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WESTPORT, CONNECTICUT USA – (October 9, 2013) – Global agriculture firm H.J. Baker & Bro., Inc. today announced that they have established a sales office in Guadalajara, Mexico to meet growing demand throughout Latin America. The Mexican office will facilitate sales of nutritional supplements for the dairy, poultry and aquaculture industries as well sulphur bentonite fertilizer for the entire region.

Javier Rodriguez, who has been with H.J. Baker for more than ten years, will be Country Manager for H. J. Baker & Bro. de Mexico S de R.L. de C.V. located in Guadalajara, Mexico and oversee sales efforts throughout the region.

Christopher V. B. Smith, President and CEO of H.J. Baker stated: "H.J. Baker has strong relationships in Latin America and in Mexico. This new office will enable us to serve our customers more effectively. The growth potential is clear. Latin America represents 24% of the world's arable land and contributes 11% of the value of world food production. Javier is the right person to deliver the customer service, high-quality products and expertise that distinguish H.J. Baker as an industry leader for more than 160 years. We look forward to what we can achieve there."

An accomplished international sales representative with 26 years of experience trading commodities in Mexico, Mr. Rodriguez began his career at Sumitomo Corporation in Mexico City, Mexico. He subsequently developed markets for the use of feed ingredients in Mexico. Mr. Rodriguez joined H.J. Baker in 2002. Since joining H.J. Baker, he has developed markets for H.J. Baker's PRO-PAK, and other feed ingredients in Mexico. In addition, he has established a presence for H.J. Baker in Central America, the Caribbean, and South America.

Mr. Rodriguez graduated from National Polytechnical Institute in Mexico City, Mexico, with a Bachelor's degree in Commercial Relations and International Trade and received a Masters in Public Administration from American University, Washington, D.C.



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Mr. Rodriguez said: "I am very proud to represent H.J. Baker in Mexico and Latin America. Mexico has a significant agriculture industry, one that already benefits from H.J. Baker's products. I anticipate increased demand for our feed, fertilizer and sulphur products as we increase our efforts in Latin America. Latin America has a long agricultural history and H.J. Baker's more than 160 years of experience make this a win/win for all involved."

### **About H. J. Baker & Bro. de Mexico S de R.L. de C.V.:**

H. J. Baker & Bro. de Mexico S de R.L. de C.V. is a subsidiary of H.J. Baker & Bro., Inc. and is located in Guadalajara, Mexico. It will provide marketing, sales and customer support for the company's effort to provide feed ingredients, fertilizer, and sulfur products throughout Latin America.

### **About H.J. Baker & Bro., Inc.:**

H.J. Baker is a name synonymous with quality for more than 160 years. With more than 20 locations throughout the United States and globally, H.J. Baker has been mobilizing resources and providing outstanding products and services to the agriculture industry throughout the world. The company's strategically located processing plants, offices and warehouses create a super-efficient pipeline for the vital commodities and products that it sources, manufactures and markets. H.J. Baker & Bro., Inc. is headquartered in Westport, Connecticut USA.

For more information on H.J. Baker & Bro., Inc. visit its website at: [www.hjbaker.com](http://www.hjbaker.com).

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