

Membership Benefits & Features



International Zinc Association

The International Zinc Association (IZA) is a non-profit organization based in Belgium with regional offices in the USA, China, India, Europe, Latin America, and South Africa. IZA was founded in 1991.

IZA is the only global industry association dedicated exclusively to the interests of zinc and its users. Operating internationally and locally through its regional affiliates, IZA helps sustain the long-term global demand for zinc and its markets by promoting such key end uses as corrosion protection for steel and the essentiality of zinc in human health and crop nutrition.

IZA's main programs are:

- Technology & Market Development
- Environment, Health & Sustainability
- Communications

The IZA staff is a team of internationally recognized experts in the zinc industry, with experience in fields such as sustainable development, environmental regulations, and public relations.

Zinc in Fertilizers

In human health, zinc deficiency is the fifth leading cause of death and disease in the developing world, leading to an estimated 800,000 people dying annually.

Zinc is also deficient in 50% of the world's agricultural soils and is recognized as the most common micronutrient deficiency in crops. Zinc deficiency in soils leads to reductions in crop yields, crop quality, and nutritional value. Recent advances in zinc nutrition provide innovative and promising solutions to sustainably help eliminate zinc deficiency.

When soils are deficient in zinc, the grain concentrations of crops grown in those soils are lower. People eating crops grown in zinc-deficient soils receive less zinc from their diets and are therefore at risk of zinc deficiency, with severe life-threatening health consequences. The link between zinc-deficient soils and zinc deficiency in humans is especially prevalent in developing nations that rely on cereal grains as the main source of calorie intake.

The Zinc Nutrient Initiative

The Zinc Nutrient Initiative (ZNI) was launched by IZA to address the critical problem of zinc deficiency. ZNI seeks to address the link between zinc deficiency in soils, crops and humans with the long-term and sustainable solution of zinc-fortified fertilizers to improve crop yield and nutrition, ultimately improving food security and human health.

ZNI's activities include:

- Crop and demonstration trials with zinc to highlight and prove the benefits
- National and regional workshops with key stakeholders for awareness building
- Training courses covering all aspects of zinc in agriculture and health with extension workers, company representatives, and farmers
- Development of communication materials including brochures, fact sheets, training manuals, and videos.
- Coordination with regional partners, including governments (e.g. Departments of Agriculture), NGOs, and the business community (e.g., fertilizer companies) to address policy and market barriers.

Features and Benefits of Affiliate Membership

Agronomic Research and Field Trials. IZA has a very active international agronomic research program focused on zinc nutrition for sustainable agriculture. Members have access to the latest results to help them further develop zinc fertilizer markets.

Communications Materials. IZA publishes a number of brochures, fact sheets and case studies on specific topics - all with the aim of promoting the essentiality of zinc in specific applications. Videos have also been produced that illustrate the benefits of zinc fertilizer use. Members are free to use and show these materials.

Zinc Nutrient Initiative, a special newsletter published quarterly, helps promote the use of zinc fertilizers and explores better crop management systems. The newsletter also helps Members keep informed about ZNI activities underway around the world. Affiliate Members' logos are featured in every issue. Also available to Affiliate Members is *Zinc in Soils and Crop Nutrition*, a 135-page technical manual co-produced with the International Fertilizer Industry Association (IFA).

Websites. IZA manages the primary website for the zinc industry, www.zinc.org, which includes a section dedicated to zinc in crops (www.zinc.org/crops). A listing and links of Affiliate Members and their company descriptions, logos and contact information is made available to the public on this website.

Conferences. IZA organizes numerous international, national and regional zinc conferences, seminars and symposia. Most of these are free of charge; however, if there is a fee, the rate for IZA Members is discounted. IZA has sponsored technical seminars in India, China, Thailand, Brazil and Mexico for key agricultural stakeholders to promote the understanding and use of zinc in crop production. IZA also co-sponsored and co-organized the International Zinc Symposium on Improving Crop Production and Human Health which was held in Hyderabad, India in 2011.

Zinc Training Program. IZA offers a comprehensive Zinc Fertilizer Training Program on zinc in agriculture. This one-day workshop, facilitated by IZA's zinc fertilizer experts, provides a complete overview of zinc deficiency and zinc fertilizer use. There is no cost for this training for member companies, aside from travel costs where appropriate. Participants receive a practical textbook, as well as a certificate upon completing the workshop. Member companies may also use the Training Program materials.

Technical Expertise. Member companies have access to IZA's extensive network of technical experts. These experts can provide assistance to members as they bring new zinc fertilizer products to the market, examine new production technologies or expand their scope to new crops or regions.

Membership Categories

- **Affiliate.** Affiliate members include oxide producers, fertilizer manufacturers, crop nutrient distributors and other companies interested in developing and promoting zinc and its uses.
- **Associate.** Associate members include national organizations, environmental groups and other industry associations.

Membership Cost

IZA's focus is on building support and raising awareness of the Zinc Nutrient Initiative. The support from Members is key to success. The cost for Affiliate Membership has been set low to encourage companies to join IZA. The annual affiliate membership for crop nutrient suppliers is currently \$5,000 USD per year.

The Bottom Line

IZA is recognized as the global voice for zinc deficiency in soils, crops and humans. IZA is working hard to increase profitability of farmers and the fertilizer industry and to improve nutrition and food security in underdeveloped nations.

With your support, IZA can ensure appropriate policies and regulations are in place, and that key stakeholders can be educated about the benefits of embracing a balanced approach to fertilizer use, including zinc.