



## NEWS RELEASE

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### **TSI Launches *Sulphur—an advantaged element*<sup>™</sup>**

NEW YORK, NEW YORK, April 11, 2011—The Sulphur Institute (TSI) opened its *Sulphur World Symposium 2011* today to an audience of more than 250 delegates from 33 countries. The theme for this year's event is *Sulphur – an advantaged element*<sup>™</sup>. TSI is launching this educational program to increase awareness of sulphur's role in daily life and sustainability. The initial document associated with the campaign examines:

Sulphur as a critical plant nutrient bettering yield and quality of crops worldwide—important to farmers, including those in developing countries (with the bulk of its population relying on this profession for their livelihood), the pending food crisis, and improving nutrition for people.

TSI president and CEO, Catherine Randazzo, pointed out that, “Sulphur is essential for protein formation in crops, and thus, absolutely critical to improving the nutrition and health of many in the world who go to sleep hungry each night. TSI's agricultural programs have focused on China and India, documenting production levels increases of 10% or more with the addition of this relatively low-cost input—an economical benefit to the entire agricultural value chain.”

Sulphur benefits modern construction materials. Sulphur concrete can be used in sidewalks, paving stones and building foundations. The product benefits sustainability goals with no water use and a long life. Sulphur asphalt can extend available asphalt volumes and deter rutting.

Sulphur also benefits the rooting environment for crops. TSI's staff vice president for agricultural programs, Don Messick, summarized the importance of having a favorable soil pH for optimal land use, whether for food or fiber, even for forestry. “Why is this important? Soil pH controls availability of nutrients. Improved soil reaction means better food production and quality; thus making a contribution to address this tremendous concern for the 925 million people living in chronic hunger—a staggering number we heard today from Rob Bertram with the U.S. Agency for International Development.”

Founded in 1960, TSI represents all stakeholders actively engaged in producing, buying, selling, handling, transporting, or adding value to sulphur on a global basis. For more information about TSI membership, programs and contributions to the industry, contact Don Messick, The Sulphur Institute, 1140 Connecticut Avenue, NW, Suite 612, Washington, DC 20036, USA. Telephone: +1 202 331 9586; E-mail: [DMessick@sulphurinstitute.org](mailto:DMessick@sulphurinstitute.org); Website: [www.sulphurinstitute.org](http://www.sulphurinstitute.org).

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[Important Style Notes to Editors:](#)

*Sulfur is the preferred spelling in the United States, but the formal name of The Sulphur Institute is spelled with a “ph.”*