



SNAP COMMERCIALIZATION PROJECT

May 17, 2021

Re: Official Announcements/ Statements as results of May 7 Zoom Meeting with Resellers

Issue/Official Statements:

Issue No.1: Difference in the selling price of SNAP solution compared to other hydroponic nutrient solutions in the market

Official Statement: Unlike many hydroponics solutions in the market which have “MasterBlend” as background component, SNAP hydroponics solutions (**SNAP HS**) have unique combinations of chemical components, so much so that the resulting nutrient solution (NutSol), upon mixing of water and SNAP HS, has a pH already within the acceptable range (5.5-6.5), hence without the need to add pH-Up or pH-Down compounds to the NutSol. Also, the Total Dissolved Solids (TDS) fall within the acceptable range. Moreover, the unique combination of compounds in SNAP HS results in a stabilized pH of the NutSol even after the growing crop has taken up much of the nutrients from the growing solution, hence again no need to regularly monitor the pH. That is why, SNAP hydroponics is usually termed as “set-and-forget” technology.

In addition, the SNAP Project Management is currently in the process of looking for cheap but good-quality reagents which will be used as substitute to some of chemical components used in producing SNAP HS in order to further reduce the cost.

Issue No.2: Presence of unhealthy/ unfair competition among Resellers concerning offering of lowest price in the market that gives undue disadvantage to fellow Resellers

Official Statement: As agreed at the Resellers Zoom meeting last May 7, starting May 16 of this year, a minimum floor price of **PHP 295** for every pair of SNAP solution will be implemented by SNAP Resellers. Also, a former memorandum

from the SNAP Management implementing a maximum price for SNAP solution is hereby revoked/repealed.

Issue No.3: Allowing walk-in buyers to avail of SNAP HS

Official Statement: Walk-in buyers of SNAP solution will be accommodated only until the end of May of this year. After that, purchase of SNAP solution will be mainly through Accredited Resellers. However, exempted from this policy are Government staff and students which will utilize SNAP hydroponics for research purposes.

Issue No.4: Whether Resellers of SNAP solution can be allowed to resell other brand(s) of hydroponic solution.

Official Statement: In the absence of current individual exclusivity agreement, Resellers of SNAP solutions are allowed to resell other brands(s) of hydroponic solutions.

Issue No.5: Information about Resellers' Dealers

Official Statement: If Resellers have dealer(s) under them, then they are requested to ask their Dealers to fill-out the Google form provided by the SNAP management.

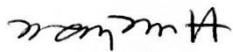
Issue No6: Use of other product(s) in hydroponic culture, aside from SNAP solution, like using plant booster, etc. that could have an effect on the effectivity of SNAP solution

Official Statement: The use of SNAP solution and water is already enough to produce a good crop. Therefore, adding other component(s) to the SNAP nutrient solution (NutSol) will definitely alter its original properties and efficacy, i.e. pH within acceptable range and steady pH during the crop's growing period. Therefore, the SNAP Management shall not be responsible for any outcome resulting to the addition of those other compound(s) in the SNAP NutSol. However, it will be a different case if the plant booster or any other additional chemical is sprayed on the leaves of the crop.

Issue No.8: Identification of Accredited Resellers.

Official Statement: Right after the deadline of submission of requirements, the SNAP management will issue certificates to those Accredited Resellers that have completed the requirements, and will be posting the list of new Accredited Resellers for Year2021-2022 on the FB page. Former resellers who will not be able to comply with the needed business papers will be temporarily deleted from the list until they have satisfied all the requirements.

Official Statements released by:



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SNAP Commercialization Project

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