

SafeRock Minerals Ltd. launch new website showcasing unique mineral resource which has aroused international interest

/EINPresswire.com/ [SafeRock Minerals Ltd.](https://www.einpresswire.com/2020/07/20/saferock-minerals-launch-new-website/) is pleased to announce the launch of its website www.saferockminerals.com which showcases a unique natural mineral resource which has been branded as [SafeRock Agri](https://www.saferockminerals.com). The new site has extensive content including a series of videos from top agronomists explaining the importance of soil regeneration and why chemical fertilisers alone are not adequate in dealing with the growing international concern around food security. The website is designed for those in the sustainable agricultural sector to aid in making well-informed decisions in tackling problems associated with soil degradation and carbon sequestration.



Mr Gaind (Operations- India), Bill Avery (Chief Agronomist), Dr Srinivasamurthy (Professor University of Agri Sciences Karnataka- India), Colin Downing (Managing Director), John Jeremiah (Operations Director) Mr Shankar (Operations- India).

SafeRock Minerals is committed to the research and development of the organic fertiliser, livestock feed, and human health markets, with the strategic aim that these endeavours will be of benefit to future generations. It is at the forefront of agricultural sustainability in its efforts to provide a natural holistic solution to the global crisis of soil degradation. The website also provides the latest company and industry news through its social media links and feeds.

[Bill Avery](https://www.einpresswire.com/2020/07/20/saferock-minerals-launch-new-website/), Chief Agronomist SafeRock Minerals, said: "SafeRock Agri is a natural sedimentary mineral resource which can be used to decrease our dependence on chemical fertilisers. It has been certified for use in organic farming and feeds the soil rather than just the plants, grasslands or crops. It contains many of the minerals and trace elements essential for healthy crops and livestock and increases microbial and earthworm activity which naturally improves aeration and health of the soil."

The other brands, which are showcased on the site, SafeRock Feed and SafeRock Health, are currently being trialled for use as a supplement in animal feed and for use as a natural mineral source for cosmetic and health products.

Kevin Downing, Chairman of SafeRock Minerals added, "We are excited and encouraged by the anecdotal evidence and trial data which has been gathered to date. Agricultural sustainability and food security are at the forefront of our business. We are already in talks with agricultural ministers and fertiliser companies with a view to tackling the global problem of soil degradation."

The site has been designed and hosted by WSS Creative, a local website design and development agency based in Chelmsford, Essex. Pete Rawlings, Director commented, "It has been a pleasure designing and developing the website for SafeRock Minerals. Their professional approach and clear outlook on their website requirements made the project stress free and achievable within the timescales given. I look forward to seeing great things for SafeRock Minerals in the future."

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Notes to Editors

The attached Pic from Right to left: Mr Gaind (Operations- India), Bill Avery (Chief Agronomist), Dr Srinivasamurthy (Professor and University Head of College of Agriculture, University of Agri Sciences Karnataka- India), Colin Downing (Managing Director), John Jeremiah (Operations Director), Mr Shankar (Operations- India).

For further information on SafeRock Minerals Ltd or to arrange an interview with Directors please contact:

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Kevin Downing - Chairman

Kevin Downing; a qualified electro-chemical engineer started working in 1981 for K.T.G. a pioneering 'Green' company in the forefront of developing the Electric Melting of Glass using the 'Joule Effect' to help reduce the use of fossil fuels and carbon emissions. During his career he has been responsible for setting up successful projects in, most of Europe, Pakistan, India, China, Taiwan, Hong Kong, South Africa, Mozambique, Nigeria, Mauritania, Uganda, Rwanda, Burundi, Kenya, Egypt, Saudi Arabia, Iraq, Bahrain, Dubai, Abu Dhabi and Russia. During this period the

company were awarded the Queens Award for Exports.

Bill Avery – Chief Agronomist

Bill Avery has been a company and consulting agronomist in Australia and internationally for 15 years, as well as a Senior Advisor for Soil Foodweb International. He uses their principals to build soil fertility using soil microbiology as the building blocks for success. He has successfully worked for Australia's largest fresh produce supplier to retail chain stores with the aim to reduce chemical fertiliser dependency and rebuild fertility in depleted farm soils.

Pete Rawlings – WSS Creative

WSS Creative based in Essex offers its clients a bespoke service, providing a carefully tailored and individual, competitive profile across a variety of business and marketing solutions. Services include creative website design and build, creation of copy and text, advertising and branding, printing, digital marketing and website hosting.

This press release can be viewed online at: <https://www.einpresswire.com/article/150491125>

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