

GROW YOUR PROFIT



GROUND YOUR NITROGEN

How much could you lose on nitrogen?

- We all know that urea fertiliser is a rich source of nitrogen that helps your crops and pasture thrive.
- A portion of the nitrogen that you pay for could end up escaping as ammonia gas if it doesn't rain or get incorporated within 24–48 hours of you applying it.
- It's a process called **volatilisation** and it's like money up in smoke – from the fertiliser you've paid for, and the yield you've lost.

Insure against nitrogen loss with NEXEN™ stabilised nitrogen

- NEXEN™ fertiliser is powered by AGROTAIN® nitrogen stabiliser. This slows hydrolysis, the conversion of urea to ammonium, and can dramatically reduce losses of nitrogen to volatilisation.
- It's like a cost-effective insurance policy, so if you don't get ideal conditions when you apply your fertiliser, your money's not wasted. And who wants to bet on the weather?
- It means you can ground your nitrogen, and grow your profits.



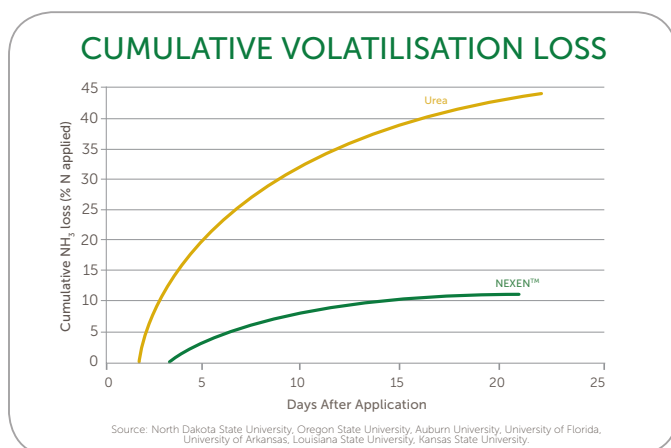
What are the benefits of NEXEN™ stabilised nitrogen?

- **More certainty:** NEXEN™ stabilised nitrogen gives you reassurance that your investment in nitrogen is being grounded in the soil.
- **More flexibility:** NEXEN™ stabilised nitrogen buys you more time and gives you more flexibility before rainfall or incorporation is required.
- **Potential net increase in value per hectare:**
 - Reducing N volatilisation by 10% in Wheat \$6.15/ha
 - Reducing N volatilisation by 15% in Cotton \$140/ha
 - Reducing N volatilisation by 15% in Rice \$33.50/ha

based on current NEXEN™ stabilised nitrogen pricing and estimated response when nitrogen is the limiting factor. Commodity prices:

 - Wheat \$230/t
 - Cotton \$2025/t
 - Rice \$230/t
- **More Return:** For both the Grower and the Dealer.

Proven results



When should you use NEXEN™ stabilised nitrogen?

Choose NEXEN™ stabilised nitrogen over standard urea fertiliser if:

- There's low rainfall – and you can't guarantee 10-15mm of rainfall within within 24-48 hours of applying the urea.
- Top dressing the urea without incorporation into the soil, to a depth of greater than 5cm.
- The soil surface is drying out.
- Conditions are relatively warm, or windy.
- There's a high level of crop residue or litter.

Who makes NEXEN™ stabilised nitrogen?

- NEXEN™ stabilised nitrogen is manufactured and distributed by Koch Fertiliser Australia Ltd.

How do you order NEXEN™ stabilised nitrogen?

Talk to your local agronomist about incorporating the benefits of NEXEN™ stabilised nitrogen into your nitrogen program. Grow your profits by grounding your nitrogen.

For additional information on NEXEN™ stabilised nitrogen contact Koch Fertiliser Australia on **03 945 28215**.