

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 crops and pasture thrive.
- A portion of the nitrogen that your customers pay for could end up escaping as ammonia gas if it doesn't rain or get incorporated within 24–48 hours of being applied.
- It's a process called volatilisation and it's like money going up in smoke from both the loss of fertiliser and its potential yield.
- Australian researchers have demonstrated ammonia N losses of up to 25% on dairy pastures from surface applied urea.

Insure against N loss with NEXEN®

- 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 your customers don't get ideal conditions when they apply fertiliser, their money's not wasted. And who wants to bet on the weather?

What are the benefits of NEXEN® ?

- **More certainty:** NEXEN® stabilised nitrogen gives growers reassurance that their investment in nitrogen is being grounded in the soil.
- **More flexibility:** NEXEN® stabilised nitrogen buys growers more time and gives them more flexibility before rainfall or incorporation is required.
- Potential net increase in value per hectare:

Reducing N volatilisation by 10% in wheat \$7.79/ha
 Reducing N volatilisation by 15% in cotton \$98/ha
 Reducing N volatilisation by 15% in rice \$69/ha

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

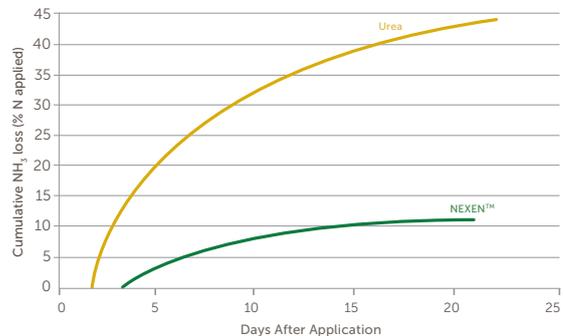
Wheat \$245/t
 Cotton \$2158/t
 Rice \$420/t

- **More Return:** For both the Grower and the Dealer.

For more information contact:
 Koch Fertiliser Pty Ltd Level 4, 492 St Kilda Road Melbourne,
 Victoria 3004, Australia 03 9452 8200

Proven results

CUMULATIVE VOLATILISATION LOSS



Source: North Dakota State University, Oregon State University, Auburn University, University of Florida, University of Arkansas, Louisiana State University, Kansas State University.

When should you use NEXEN®?

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.

BIG SAVINGS ON NEXEN®!

- Koch Fertiliser is now offering NEXEN® at Urea +\$40/tonne.
- Compared to urea on a top-dress basis, NEXEN® is only 5-6% more than straight urea.
- At 100kg/ha this is approx. \$3/Ha or around \$1/acre to help protect against nitrogen & yield losses.

How do you order NEXEN® ?

Talk to your Koch Fertiliser area representative about incorporating the benefits of NEXEN® stabilised nitrogen into your customers nitrogen programs.