

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.

Insure against N loss with NEXEN®

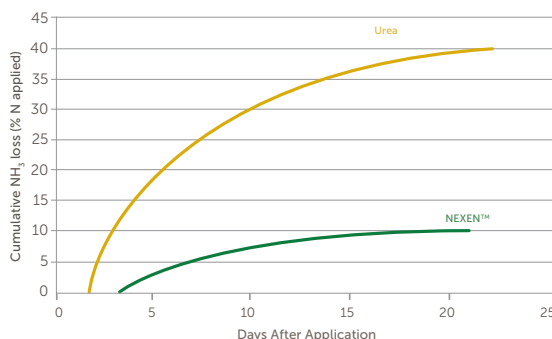
- NEXEN® fertiliser is powered by AGROTAIN® nitrogen stabiliser. This slows hydrolysis, the conversion of urea to ammonium, and can dramatically reduce losses of nitrogen to volatilisation.
- It's like a cost-effective insurance policy, so if your customers don't get ideal conditions when they apply 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.
- **More nitrogen for your crop:** Potential net increase in crop value by reducing N volatilisation, ensuring more N for crop uptake.

Proven results

CUMULATIVE VOLATILISATION LOSS



Sources: Franzen et al., 2010; Kelly 2009; Holcomb et al. 2010; and Holl. 2008

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 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.

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.



For more information contact:

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