

New Homogeneous Granular Fertilizer, BLUE, Improves Crop Performance, Profitability and Sustainability

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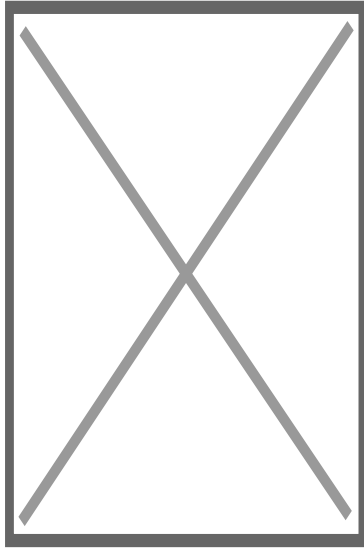
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Timac Agro USA, a global innovator in crop nutrition and Rainbow Plant Food, a legacy brand, have collaborated to bring a new generation of fertilizer efficiency tools to the agricultural market.

"BLUE is a new fertilizer efficiency tool harnessing the innovation and technology of Timac Agro USA and elevating the high-quality precision nutrients and micronutrients offered by Rainbow Plant Food so that ultimately growers can realize higher profitability and higher performance with a layer of protection to help be more environmentally sensitive," explains Michael Pisciotta, Timac Agro USA Director of Agronomy, Southern US.



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BLUE fertilizer products are comprised of superior homogeneous granular technology and a mixture of natural substances that benefit agronomic production. They work to maximize peak performance from the soil to the plant. They can be used as a singular source for all necessary nutrients, or as part of a blend to reap the benefits of enhanced fertilizer efficiency across every acre.

"Timac Agro's studies have proven that the presence of BLUE in fertilizer can reduce nitrate leaching, as well as reduce nitrogen and phosphorus runoff," affirmed Pisciotta. "This collaboration clearly defines how new technology can serve our growers in addressing legacy and next generation challenges." BLUE grade products will empower growers in a variety of field situations such as pre-plant, bedded fertilizer, and top-dress. In varying soil dynamics, a grower using BLUE can capitalize on the natural functional substances and maximize nutrients in a way that they weren't able to with commodity fertilizers.

Sustainability is woven into Timac Agro USA's innovation and service to their growers. In addition to enhancing crop performance, BLUE carries significant benefits that help to preserve the natural environment. "BLUE is a tool for service to not only growers but to the environment. Farmers have to be environmentalists at their heart because ultimately if we don't preserve the soil and the land we're not going to be able to farm the next generation," concludes Pisciotta.