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Loveland Products unveils new crop solutions for Canadian farmers

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Loveland Products, Inc., the proprietary products company for Nutrien Ag Solutions and a leading providerof crop input solutions, is deepening its support for Canadian agriculture with the launch of three new performance-driven solutions. Each product is designed to address specific agronomic challenges - enhancing nutrient availability, improving plant vigor, and supporting season-long crop development for stronger yield potential.

The new lineup includes:

BLACKMAXÂ® WSG, a dry granular carbon-based solution to improve nutrient uptake and soil health.

RadiateÂ® Plus, a foliar-applied growth stimulant and nutrition package that supports early-season root vigor and stress resilience.

Prevadeâ?¢, a soil-applied utility modifier that improves herbicide performance in variable Canadian conditions.

â??These latest additions to our portfolio drive stronger crop performance, and support greater return on investment for our grower customers. Innovation is about delivering solutions that help Canadian farmers succeed through science, technology, and practical applicationâ?• says Jesse Hamonic, Vice President and Country Head of Nutrien Ag Solutions Canada.Â

BLACKMAX WSG: New Tool to Boost Nutrient Efficiency, Soil Health

BLACKMAX WSG delivers Lovelandâ??s leading carbon technology in a water-soluble, dry formulation ideal for Canadian farms. Using proprietary C2 Technology, a unique carbon extraction and reaction process, BLACKMAX WSG enhances nutrient availability, stimulates microbial activity, and improves overall soil function. By improving nutrient chelation and supporting root uptake, BLACKMAX WSG is especially valuable in compacted or nutrient-depleted soils, helping farmers build more resilient acres.

â??This product unlocks nutrients that are often tied up in the soil,â? explains Casey McDaniel, Vice President of Loveland Products. â??And because it integrates easily into dry fertilizer programs, itâ??s as practical as it is powerful.â?

Radiate Plus: Foliar Solution for Maximizing Root Zone ROI

Radiate Plus arrives in Canada with a bold promise: stronger roots and stronger yields. Designed as a foliar-applied plant growth stimulant, Radiate Plus combines IBA and Kinetin with a robust blend of plant-available macro- and micronutrients to accelerate early-season root and shoot development. Compatible across a range of tank-mix partners, Radiate Plus fits seamlessly into early-season crop plans for canola, cereals, soybeans, lentils, peas, corn, and potatoes.

â??Western Canadian farmers often contend with unpredictable swings in moisture - from waterlogging to drought,â? says McDaniel. â??Radiate Plus helps plants establish deeper, more resilient root systems that access water and nutrients more effectively - even in challenging environments.â?

Prevade: Enhancing Herbicide Efficiency from the Ground Up

Designed specifically for pre-plant and pre-emergent herbicide applications, Prevade is a vegetable oil-based soil modifier utility modifier engineered to maximize herbicide performance under a wide range of field conditions. By improving herbicide deposition and retention in the soilâ??s target zone, Prevade reduces leaching and lateral movement due to rainfall or irrigation. This extends residual control, enhances herbicide activation, and protects against early weed competition, critical in crops like canola, cereals, soybeans, peas, and lentils.

â??Prevade gives farmers a simple yet powerful way to protect their herbicide investment. By helping keep herbicides in the weed control zone, Prevade delivers more reliable early-season control and greater peace of mind, especially in variable Prairie soil conditionsâ?• says McDaniel.