For more than 100 years growers have used nitrogen-based fertilizers to boost food production. Today, they need the most efficient ways to keep up with the world’s growing demands.

But only about 50% of applied nitrogen is absorbed by plants. The rest is lost to the air and water, or bound to the soil.

There needs to be a way for growers to achieve the full potential of their fertilization applications while balancing:

- Economic pressures
- Need to manage resources
- Improved environmental footprint

Nitrogen use efficiency technologies make improved yields possible, giving growers a powerful way to protect their investments.

By making nitrogen available to plants when they need it most, growers can realize:

- **Improved efficiency**: Potentially increase yield and profitability even during times of unstable commodity prices
- **Greater certainty**: Make sure nitrogen is more consistently available despite fluctuating weather patterns
- **Innovative approaches**: Take a more diverse and proactive approach to fertilization practices that haven’t changed in decades

**Make the most out of your fertilizer applications**

Proven to reduce nitrogen loss and potentially increase yield, nitrogen use efficiency technologies help ensure the most effective use of nitrogen fertilizer for growers.