Green Week 2013
Air Quality: How fertilizer can provide a solution
Nitrogen and other mineral fertilizers already feed half of the global population.

Growing population and changing diets increase the need for food.

Sustainable intensification is the solution.

Increasing Nutrient Use Efficiency

• Objectives:
  • Sustainable intensification
  • Balanced and appropriate use of all nutrients
    (Nitrogen, Phosphorus and Potassium)

• Methods:
  • Applying Good Fertilization Practice
    – By using precision farming techniques (right rate at right time)
    – By Localizing and/or incorporating (right place)
    – And by using the right product – DAN fertilizer
  • Developing/promoting products
    – Using inhibitors (nitrification and urease)
    – And using the right product – DAN fertilizer
  • Bringing science to the fields
    – Improve extension of scientific and practical knowledge onto farm
**DAN fertilizers**

- **DAN fertilizers** are directly available to plants.
- **DAN fertilizers** suit all weather conditions.
- **DAN fertilizers** have a better Nitrogen Use Efficiency (NUE)
- **DAN fertilizers** help producing more food.

![Yield comparison chart]

*Yield was also lower with urea and UAN than with ammonium nitrate [ref. 5].*

**Providing benefits #yesweDAN**
**DAN fertilizers**

- **DAN fertilizers** have a 25% lower carbon footprint over their life-cycle.

- **DAN fertilizers** have demonstrated very low ammonia emissions compared to other Nitrogen forms.

*Providing benefits #yesweDAN*
DAN Campaign
Thank you!

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