



There is only one way to measure a fertilizer: results

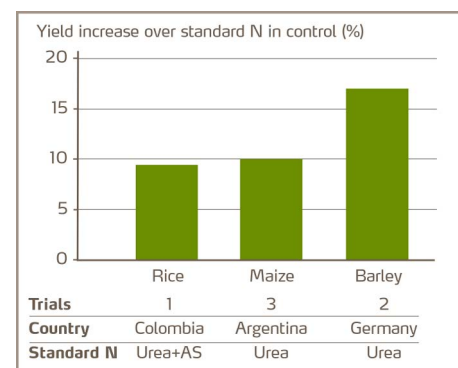
The YaraVera brand stands for versatility and support services. This extends beyond the product and into the field, delivering specific agronomic benefits from the YaraVera products available.

Better Return on Investment

YaraVera are the premium urea based products in the market. Bringing consistent quality, additional nutrients and application support to growers globally.

Vera is derived from the Norse "Vekra" which means "to grow" - an appropriate meaning of these products.

Yield responses of cereals to YaraVera Amidas application (tested at same N rate vs standard N)



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Yara's global presence makes a world of difference.

Our global quality control ensures that if it's Yara on the bag, it's Yara in the bag. We do whatever is necessary to assure that what arrives in the field is of the absolute highest quality. Our main production facility in Porsgrunn has been ISO certified since 1993.

Timing is Everything

Yara works closely with researchers and farmers all over the world gaining invaluable experience on how best to use our fertilizers.

We know that rate and timing of product application is essential to ensure growth and crop quality is not compromised. Therefore Yara supports the customer with unrivalled agronomic and application support competence. As a result, you can be sure that the advice you will be given in support of YaraVera fertilizers will provide you with high yields of highly-marketable, premium grade produce.



Yara comes from the Old Norse word "jardar" meaning crops, fertility or a good harvest



Knowledge grows

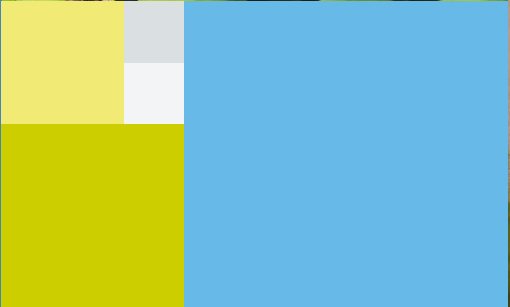
YaraVera™

Universal Performer

Essential role, substantial result



Introduction to YaraVera™



YaraVera fertilizers offer all the versatility of a urea based product, with added agronomic benefits.

YaraVera products often contain added nutrients as with YaraVera Amidas which includes sulfur.

Importantly the products are easy to handle and apply to a wide range of crops.

YaraVera products are also supported by Yara’s vast knowledge of application strategy in order to get the best performance from the crop. This in turn brings optimum return on investment for the grower.



Key Attributes to YaraVera™ Amidas

The combination makes the difference

- Less nutrient losses and the balanced nitrogen and sulfur supply from YaraVera Amidas ensures consistently high yields with minimal environmental impact

Reduced ammonia emissions

- The sulfur formulation of YaraVera Amidas reduces the release of ammonia that would be a volatilization risk

Rate and timing

- Due to the better nitrogen use efficiency of YaraVera Amidas, application rates can be reduced by 10 - 20% compared to standard urea products.



The YaraVera™ Range of Products

Product Technology

YaraVera products are available in many different forms, all manufactured to Yara’s high and consistent global standards.

YaraVera Amidas is manufactured in Yara’s Sluiskil plant located in the Netherlands. Europe’s largest fertilizer plant uses the latest technology under ISO 9002 quality standards.

Transport and Storage

Yara has stringent standards for our fertilizers from factory to farmer’s field.

The Yara logo means quality through the production and handling stage and into the field.

