



Knowledge grows

Competitor Blend Survey 2015 - Summary of findings

Did you get the nutrients that you paid for?



The Problem: "What's on the bag isn't always in the bag?"

Over the years Yara has conducted a number of surveys investigating the quality of blended fertilizer products available to farmers in the UK. Results continue to show a significant percentage of analyses failing to meet statutory declared levels and that bags are underweight.

Small deviations in the fertilizer analysis can have a significant financial penalty and coupled with the consequential yield penalties associated with the incorrect application rate care must be taken when considering which product to buy. Cheaper poorly blended alternative may be a false economy.

Survey Methodology

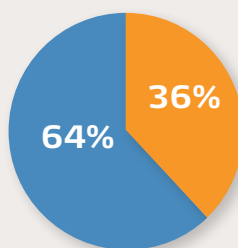
- 23 commercially available blends purchased
- 4 x 600 kg bags of each grade randomly selected from a large stack.
- Each product sampled, weighed and its packaging audited by an external contractor.
- Sealed samples of each grade sent to a reputable Public Analyst.
- The sampling process was carried out in accordance with The Fertilisers (Sampling & Analysis) Regulations 1996 with all procedures meeting Trading Standard protocols.

2015 Survey Results

Bag weight results

36% underweight

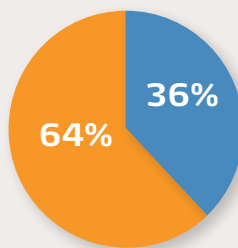
- Underweight
- Correct weight



Nutrient analysis results

64% illegal

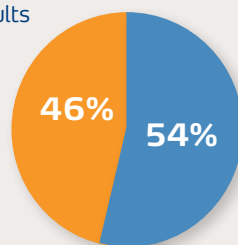
- Illegal analysis
- Correct analysis



Liner thickness results

46% at risk of poor storability

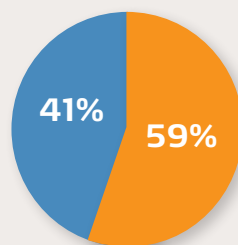
- <75 micron - Bad
- >75 micron - Good



Traceability

59% of the products non

- No traceability
- Traceability



Value of Fertilizers Used in the calculations (November 2015)	£/tonne
Ammonium Nitrate (AN)	230
Di-ammonium Phosphate (DAP)	380
Muriate of Potash (MOP)	250
Ammonium Sulphate (AS)	205

Examples of Competitor Blends from the survey

	%N	%P ₂ O ₅	%K ₂ O	%SO ₃	Nutrient value £/t
Example 1. A typical Potato grade fertilizer					
Declaration	14	14	21	7.5	269.83
Actual Analysis	14	13	19.4	9.4	260.43
Value of MISSING nutrients					-£9.40/t

Example 2. A typical Cereal grade fertilizer					
Declaration	16	16	16	7.5	273.8
Actual Analysis	14.8	8.4	14.8	8.2	223.12
Value of MISSING nutrients					-£50.68/t

Example 3. A typical Silage grade fertilizer					
Declaration	22	4	14	7.5	237.08
Actual Analysis	19.1	3.2	15.3	4.7	218.72
Value of MISSING nutrients					-£18.36/t

Example 4. A typical Grazing grade fertilizer					
Declaration	25	5	5		220.66
Actual Analysis	21.5	4.3	4.1	1.3	193.95
Value of MISSING nutrients					-£26.71/t

Example 5. A typical Spring Barley grade fertilizer.					
Declaration	20	10	10		236.76
Actual Analysis	17.5	10.4	10.8	1.4	227.61
Value of MISSING nutrients					-£9.15/t

As well as the pure financial losses incurred as described in the examples, incorrect nutrient analysis can lead to:

- Yield loss through suboptimal nutrient applications
- Crop quality losses e.g. grain protein, grass feed value
- Detrimental nutrient interactions through unknowingly over applying key nutrients.

The Solution: Yara guarantees "What's on the bag is in the bag"

Yara has always set the standard for quality with its bags of granular and prilled complex compounds branded with the **YaraMila™** logo, the quality mark guaranteeing the product is a 'true uniform compound'. To quote a phrase used for many years to describe Yara products:



Which would you rather use?

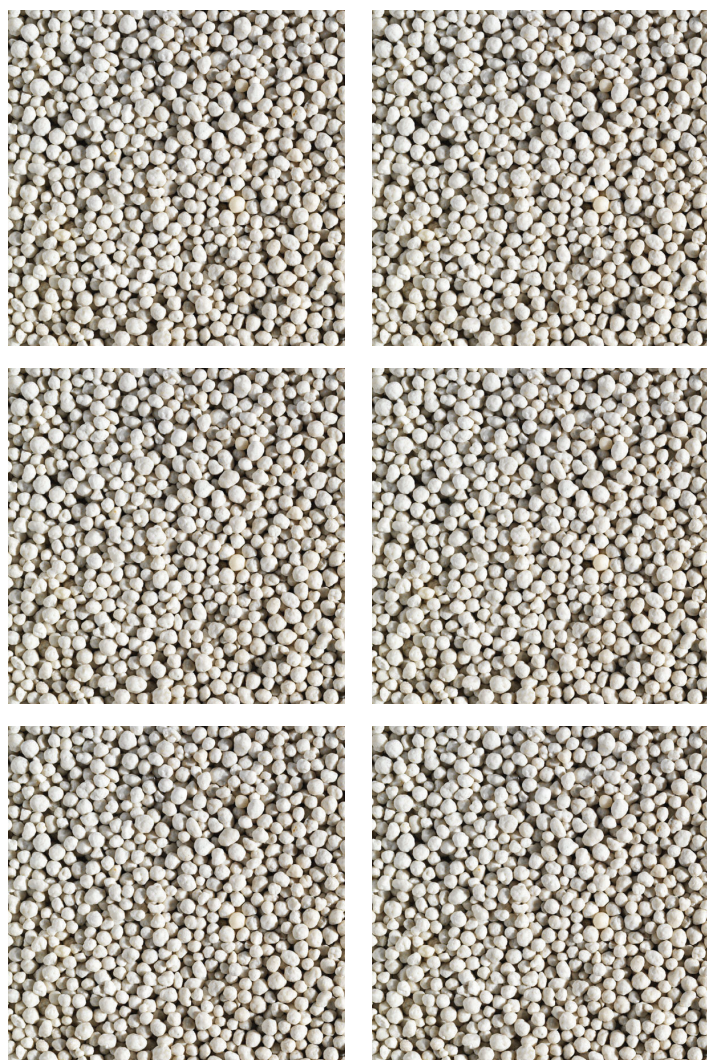
Typical blends



These photographs are from the competitor survey of six 20-10-10 blends



Or Yara compounds



These photographs are of typical Yara compounds



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