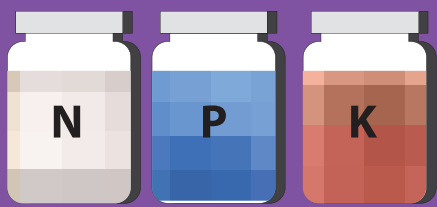


Right Product

Apply the right nutrients based on what the crop needs to grow.



Right Time

Apply nutrients when the crop needs it – as the crop starts to grow and after it is harvested to replenish the soil.



The 4 R's

A farmer follows
4 R's when applying
nutrients:

Right Rate

Apply the correct amount of nutrients that the crop needs to grow - not too much, not too little.



Right Place

Apply nutrients in the right place so more nutrients are used by the crop and soils, and less are lost to the environment.



Graphics courtesy of Agrium Inc.