Yara International

• Founded 1905 in Norway
• Ca. 13000 Employees
• Present in 60 countries
• Sales to >150 countries
Yara - Supplying Crop Nutrient Solutions

Global provider of sustainable crop nutrition solutions, supporting farmer profitability through knowledge, optimal quality and productivity.
Yara Crop Nutrition Focus

Consolidated and extensive knowledge on crops

Tools and services, application concepts and competence

Wide and differentiated product range to combine for better results

Sustainability

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<tr>
<th>Life Cycle Assessment</th>
<th>Carbon Footprint</th>
<th>Water Footprint</th>
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Crop Nutrition for Grassland
Example of Grassland Product Portfolio from the UK

- Extensive grassland product portfolio
- Yara products supply essential nutrients for grazed grass, as well as animal health and performance
- Balanced crop nutrition programs
Yara Decision Tools and Services for Optimizing Nutrient Management
Decision Support Tools and Services

- Nutrient Management Software
- Fertigation Management Software
- N-Sensor
- N-Tester
- ImageIT
- CheckIT
- Megalab
N-Sensor for Grassland

1st Phase: N-Sensor Calibration Trials

Translate sensing signals into biomass and quality readings

- Germany (2010)
- Finland (2011/2012)
- UK (2014 and 2015)

Current focus:
Biomass estimates for cut grass

- Finland
- Germany
- The Netherlands
- Cooperation partners: Universities of Bonn, Cologne and Wageningen
Megalab - Yara Analytical Service

- Internet based system offering interpretation and biometric data services from agricultural analysis
- Operates through a worldwide network of partner labs
- Access to results available at all times
Thank you very much for your attention

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