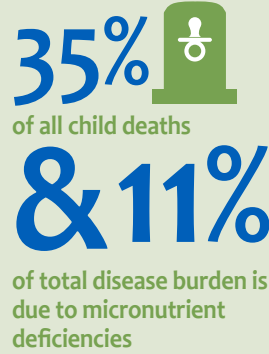


Fertilizing Crops to Improve Human Health

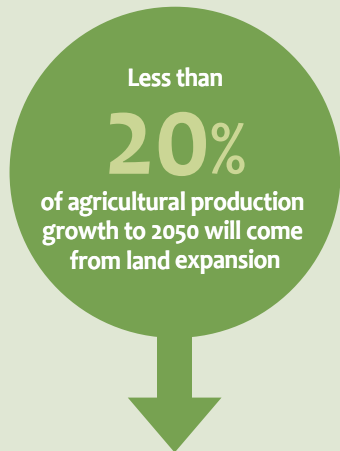
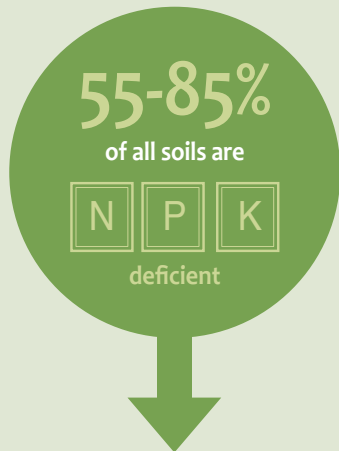
Micronutrient deficiencies severely affect people worldwide



Malnutrition affects people, mostly children, who either do not have enough to eat or do not eat the proper amount of micronutrients



Fertilizers provide nutrients to soils, livestock & people



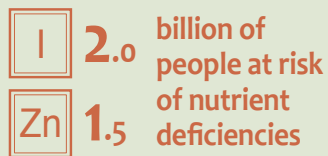
- N Nitrogen
- P Phosphorus
- K Potassium
- I Iodine
- Fe Iron
- Zn Zinc
- Cu Copper
- Se Selenium
- S Sulphur

Adding micronutrients to fertilizers can eradicate deficiencies in Zn, Se and I

FARMING & FERTILIZING CAN IMPROVE

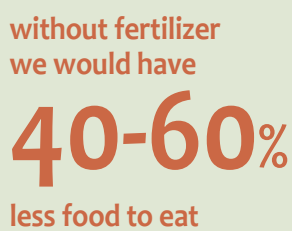
QUALITY ⇒

Adding fertilizers and micronutrients to the soil can increase the content, composition and bioavailability of vitamins and micronutrients



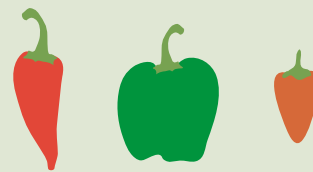
QUANTITY ⇒

Deficiencies in nutrients limit crop yields



DIVERSITY ⇒

Adding fertilizers and micronutrients can impact positively on desirable consumer attributes of food and plant products such as color, shape, size, freedom from visible defects, texture, sweetness, acidity, aroma, flavor and shelf-life



SAFETY ⇒

Fertilizers have diminished human disease risks



Reduces 'ergot' on wheat, which is poisonous to humans when infected grains are ingested

Healthy Plants and Soils Nurture Healthy People

MORE FOOD

BETTER NUTRITION

HEALTHIER LIVES

Fertilizers improve food security and nutrition



SAVING AND IMPROVING THE LIVES OF CHILDREN

