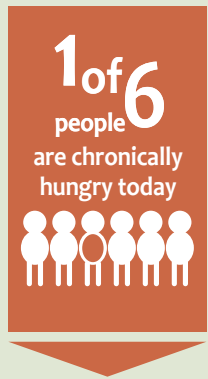
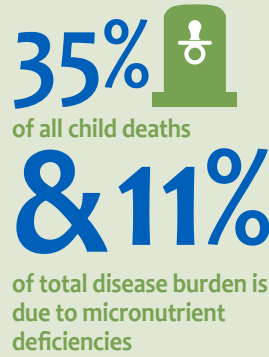


Fertilizing Crops to Improve Human Health

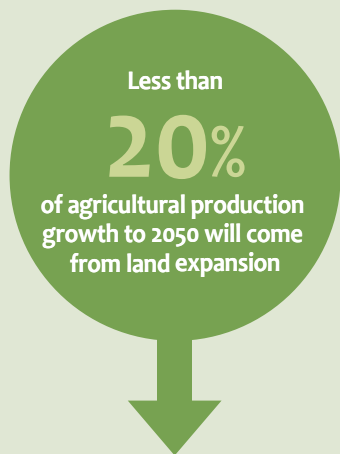
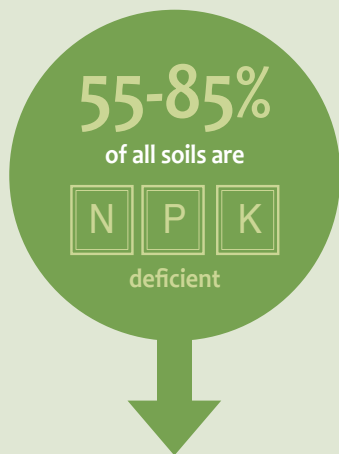
Micronutrient deficiencies severely affect people worldwide



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

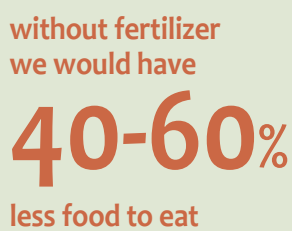
QUALITY

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



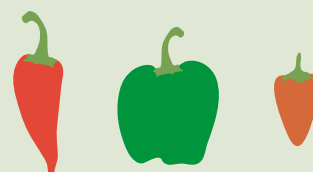
QUANTITY

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



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

