Fertilizing Crops to Improve Human Health

Zn 1/3 of the world's population is deficient in zinc

Malnutrition leads to stunted growth, muscle wastage and deficiencies of vitamin A and zinc causing

45%

of child deaths

- 3.1 million deaths annually.

2 BILLION

people worldwide are zinc deficient

800,000

people die each year from diseases due to prevalence of zinc deficiency

450,000

are children under the age of five

Zinc and vitamin A were identified as the

#1

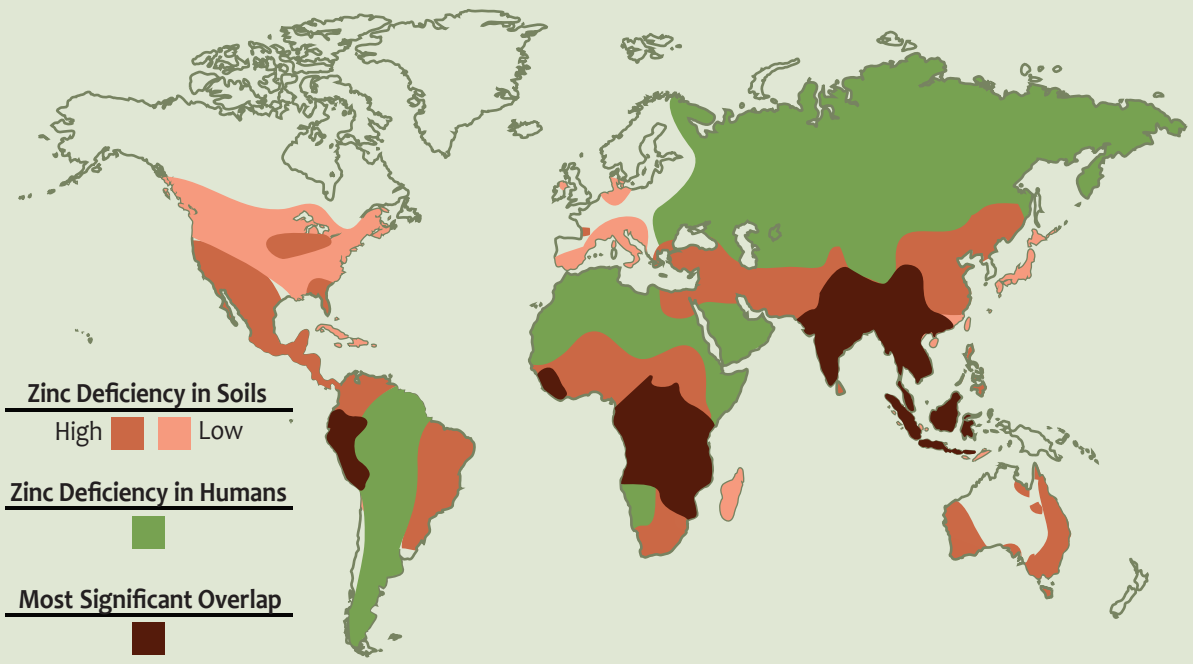
most cost-effective solution to malnutrition.

"Zinc is a life-saving commodity"
- Ban Ki-moon UN Secretary-General

Zinc deficiency is a global problem, affecting both people and plants

Zinc deficiency in soils impacts food and nutritional security leading to severe health consequences.

Zinc deficiency: the global picture



India has one of the highest rates of zinc deficiencies in soils and people

50%

of Indian soils are Zinc deficient, rising to

63% by 2025

if nothing is done.

Lack of Zinc is contributing to cases of diarrhea in India, which account for

25%

of global diarrhea deaths amongst children under 5

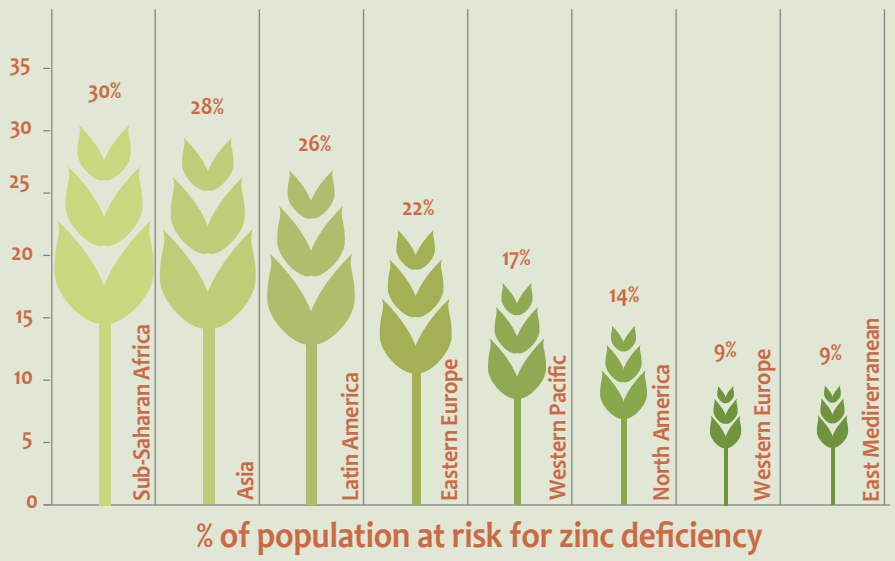
Enriching rice and wheat grain with Zinc could save the lives of around

48,000

Indian children per year

Turkey has used zinc to increase crop yields and improve health

Zinc is deficient in **50%** of the world's agricultural soils and is recognized as the world's most critical micronutrient deficiency in crops



70% of daily calorie intake in most developing countries comes from staple crops, which are typically low in zinc.

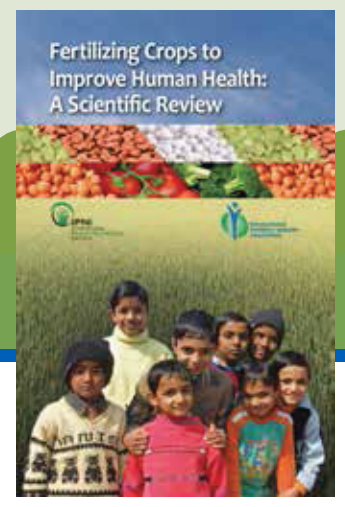
The economic uplift of applying zinc-fertilizers in Turkey is around

US$100 million

per year

In Central Anatolia, Turkey, the application of zinc fertilizers on wheat led to an 8-fold increase in crop yield and the eradication of zinc deficiency in the local population.

Zinc fertilization is a simple and sustainable solution to improve crop yields, raise farmer incomes, and save the lives of children.



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