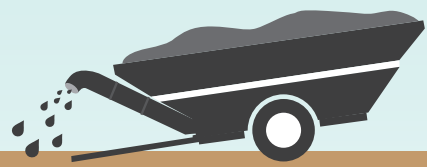


# Nitrogen Use Efficiency Matters

For more than  
**100** YEARS

growers have used nitrogen-based fertilizers to boost food production.

Today, they need the most efficient ways to keep up with the world's growing demands.

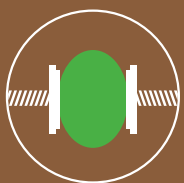


But only about  
**50**%

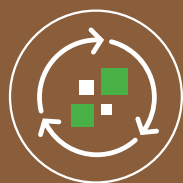
of applied nitrogen is absorbed by plants. The rest is lost to the air and water, or bound to the soil.



There needs to be a way for growers to achieve the full potential of their fertilization applications while balancing:



Economic pressures



Need to manage resources



Improved environmental footprint

Nitrogen use efficiency technologies make improved yields possible, giving growers a powerful way to protect their investments.

By making nitrogen available to plants when they need it most, growers can realize:



### Improved efficiency

Potentially increase yield and profitability even during times of unstable commodity prices



### Greater certainty

Make sure nitrogen is more consistently available despite fluctuating weather patterns



### Innovative approaches

Take a more diverse and proactive approach to fertilization practices that haven't changed in decades

### Make the most out of your fertilizer applications

Proven to reduce nitrogen loss and potentially increase yield, nitrogen use efficiency technologies help ensure the most effective use of nitrogen fertilizer for growers.

 **BASF**  
We create chemistry