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# Better Environment and Profit Through Tech-Supported Farming





# Nutrients are valuable on the field – but damaging if lost to the environment



- Nutrients feed the crops, increasing yields to provide food
- Both manure and fertilizers are however prone to leakage or runoffs
- Nutrients lost to the environment can damage the water quality



- Globally, half or more of the applied nutrients are typically lost to the environment
- Areas such as the Baltic Sea are stressed and need protective actions
- Farming must improve to maintain food security and protect the environment



- Improved precision is a key part of the solution
- More nutrients should be absorbed by the crops – which reduces the losses
- Yara promotes a range of tools to support farm decisions, reducing the environmental footprint



# Tech support for farming: Reduce losses through knowledge and technology



## N-Sensor™

Tractor-mounted scanner, adjusting fertilizer application according to crops' needs



## Smartphone apps

**CheckIT™:** Tap directly into Yara's 100+ years of experience

**ImageIT™:** Crop scanner on your smartphone



## Yara Crop Nutrition

Crop and location specific advice on how to maximize value and minimize losses



## Analysis

Soil and leaf analysis to precisely determine the right nutrient needs of the crops



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# N-Sensor™ - Benefits

- Yield and quality increase
- Reduced fertilizer consumption
- Less lodging
- Improved combine harvest performance



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# Yara Megalab™: lab analysis to increase precision



Sampling soil, leaf,  
fruit, water and more



Analytics



Recommendations

*Online service providing exact analysis of the nutritional status and related advice to optimize yields, efficiency and the environment*



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# Yara Water Management Technology

Remote measurement of plant water status in real time via Internet

- Plant based, continuous and non-destructive measurement of plant water supply
- Online data transmission and web-based access
- Validated crop specific irrigation recommendation



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