



argus FMB

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Argus FMB Micronutrients — Key to Growth

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Argus FMB Micronutrients — The Key to Growth

Summary

Argus FMB Micronutrients — the Key to Growth leads the market as the most comprehensive report of its kind. By providing extensive insight into what micronutrients are, their crucial role in agriculture and the enhanced profit opportunities they offer, this report is essential for success in the modern fertilizer industry.

This report is intended as a technical reference as well as a practical commercial resource providing a clear view of the economics involved in micronutrient use. Identifying the different value that each perspective needs — whether fertilizer producer, trader, retailer or farmer — this report brings the most important and essential knowledge and tools for progress and prosperity.

Background

Crop yields are limited by the nutrient in shortest supply. Intensive crop activities have drained the store of micronutrient elements in the soil, yet farmers must target ever higher yields to feed a growing population. And while our understanding of plants' needs for NPK fertilizer has grown, our knowledge of the essential role that micronutrients play in ensuring maximum returns at harvest — and crucially, healthy livestock and population — is also gaining ground.

Conventional fertilizers focus on the macronutrients NPK (nitrogen, phosphates, potash), yet plants cannot reach their full cropping potential without the addition of sulphur, magnesium and calcium, and main micronutrients such as boron, zinc, manganese, molybdenum and copper. Micronutrients enhance the efficient uptake of macro and secondary nutrients and encourage the production of crop, soil and climate specific fertilizer formulations to balance nutrient applications. They also act as a major stimulus to water-use efficiency; water resources can be a major constraint on food production and the role of micronutrients to improve this is worthy of research and understanding.

The benefits of supplementing micronutrients are far reaching and fertilizer producers are moving to capture a share of this valuable and growing market. The need to apply small amounts of micronutrients in developed and developing agricultures is redefining the traditional combinations and forms in which macro and secondary nutrients are produced and sold. Growing market awareness of the importance of micronutrients and their ability to deliver higher returns on investment, offers an opportunity for fertilizer product differentiation and increased margins for producers. It also represents a challenge to precisely understand the complexities of a balanced fertilizer regime, which results in better use efficiencies and benefits for plants, livestock and human nutrition.

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Key benefits

- Obtain market advantage through micronutrient use
- Increase profits and premium products
- Increase nutrient and water-use efficiency
- Increase animal and human health
- Reduce environmental impact

Key features

- Micronutrient science
 - What micronutrients are and what their purpose is
 - How they improve crop yield and quality
 - How they can improve nutrient use efficiency
 - How to create nutrient symbiosis by mixing different micronutrients
- Micronutrient forms and types
 - Which micronutrient is ideal for different situations and circumstances
 - How they can increase water-use efficiency
 - What are the necessary requirements including soil types
 - Regional review of deficiencies and opportunities
- Micronutrient market
 - The economics of micronutrient use
 - Micronutrient growth to date
 - Market growth forecast to 2020
 - Overview of the zinc and boron market
 - Identification of the major producers and products

As with all Argus FMB Strategy Reports, your subscription includes direct access to our consultants for further discussion on the market and its progression.

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