



AN ASSURANCE FOR THE FUTURE FERTILIZER

While the world population is growing rapidly, arable lands are reversed. For this reason, our future depends on getting more from less agricultural area. Fertilizer is a major player for the solution.



The world's population will grow by 25% by 2050.



We lose 4 acres of farmland per minute - less and less farmland will need to feed more and more people.



In 1960, one hectare of land fed 2 people. In 2025, one hectare of land will need to feed 5.



2 out of 5 people in the world owe their lives to the use of fertilizer.



By using fertilizer, it is possible to increase the yield in cereal products by 30% to 50%.



Fertilizers account for 50% of global food production.

3 elements (nitrogen, phosphorus and potash) are the building blocks of life. When applied the correct way, these elements make plants stronger and healthier. Using the right amount of right nutrients at the right time and in the right place (4Rs) is the fundamental way to increase productivity in agriculture.

NITROGEN

If the plant does not get enough nitrogen, it matures, blooms and age early. Its leaves and berries become small. Nitrogen is one of the keys for productivity.

PHOSPHORUS

It is especially effective in the early development phases of the plant. It plays an important role in flowering, root development, seed and fruit formation.

POTASH

Potassium is the essential nutrient for fruit formation and development. It accelerates plant growth and increases its efficiency.

MINERALS

When plants absorb nutrients from the soil, those nutrients must be replaced. Fertilizers contain zinc, magnesium, calcium, sulphur and iron to act as a multivitamin for the soil, allowing crops to flourish.



TOROS AGRI