

What drives fertiliser use in NZ?



Market opportunities, land type and access to nutrients inform what farmers produce

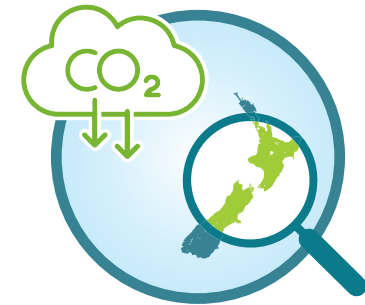
Wise use and choice of nutrients supports the production of quality food – whether that’s on a dairy farm, a hill country sheep block or growing crops and vegetables



Fertiliser provides the nutrients to grow the food and fibre we use or export

Primary sector exports generate more than 80% of New Zealand’s export earnings

In 2023, food and fibre exports earned the country more than \$57 billion, supporting New Zealanders’ economic wellbeing



A key focus of the farmer-owned fertiliser co-operatives is supporting farmers to produce high quality food with reduced environmental impacts

Research, innovation and a focus on efficiency can deliver a gentler footprint and contribute to global efforts on emissions reduction

Smart, dedicated and committed people drive these changes