

Facts From the Field

ESN[®] Increases Profits in Canola Production

ESN from Nutrien is a polymer-coated, controlled-release nitrogen (N) designed to protect against N losses and feed your canola crop the N it needs when it's needed most. Its proprietary polymer coating releases N at a controlled rate and makes sure the N you apply is there when it is needed by the crop. This means N is used by the crop instead of being lost to the environment, which means better N-use efficiency and greater canola yields and profits.

The graph below illustrates potential profit increases from using ESN instead of conventional urea for a range of canola prices. The profits shown are based on a conservative yield increase of three bu./ac., an ESN-urea price difference of \$0.20/lb N, and a nitrogen application of 60 lb N/ac. as ESN blended with 30 lb N/ac. as urea. Typical yield increases observed in extensive field trials throughout western Canada are approximately 10%. Actual performance may vary with soil types, weather conditions and management practices.

These profit estimates demonstrate ESN can be an important tool in increasing your canola yields and profits.

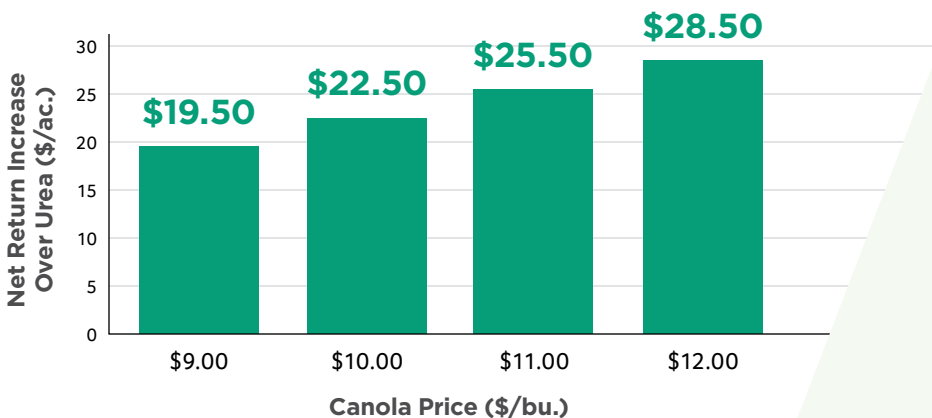


ESN SMART NITROGEN

- Enhances nitrogen use efficiency
- Improves crop yield and quality
- Provides convenience through ease of use
- Environmentally responsible



ESN Increases Grower Profits



HOW CAN WE HELP?

To make ESN a part of your nitrogen management program, contact an authorized retailer or ESN representative.

FOR MORE INFORMATION:

www.SmartNitrogen.com

ESN REPRESENTATIVE:



Learn more about the industry's leading environmentally smart nitrogen at www.SmartNitrogen.com

