

Facts From the Field

ESN[®] Increases Potato Profits

Results from field studies are clear that ESN is a smarter nitrogen (N) fertilizer for potatoes. ESN increases yields while saving money by eliminating multiple N applications. This means more money in the grower's pocket. A 2006 Idaho study compared ESN applied at emergence or at planting with conventional urea in multiple applications. The greatest gross and net crop value were obtained with ESN. Gross and net crop value were calculated from yield and quality data obtained in replicated plot studies. Split urea application is 50% of N at emergence and 50% in three applications in season. ESN was broadcast and incorporated. The 100% rate is 200 lb N/ac. Fewer applications means savings of time, fuel, labor and equipment, saving the grower money while growing high-yielding, high-quality potato crops. ESN may cost a little more, but it puts more money in the grower's pocket. That's what makes ESN the smart nitrogen fertilizer.

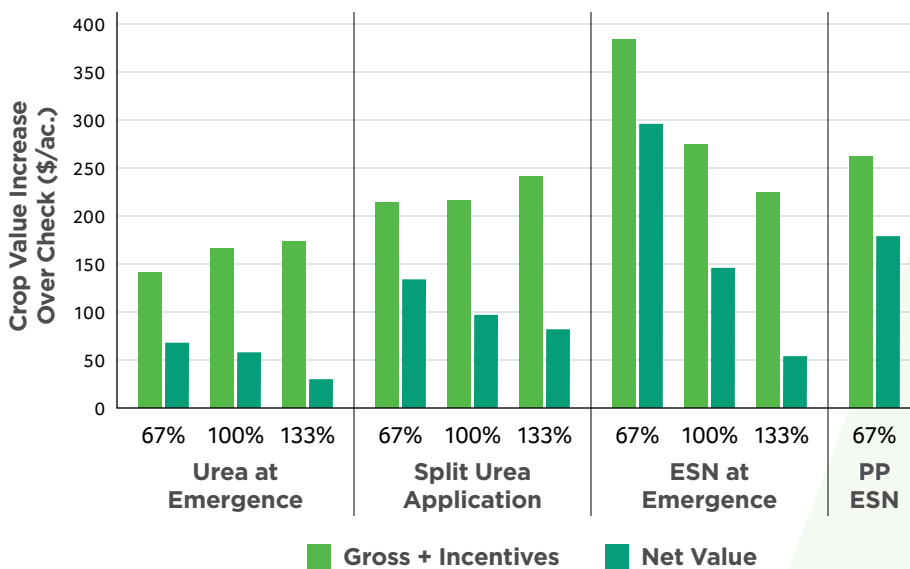


ESN SMART NITROGEN

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

FIGURE 1.

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

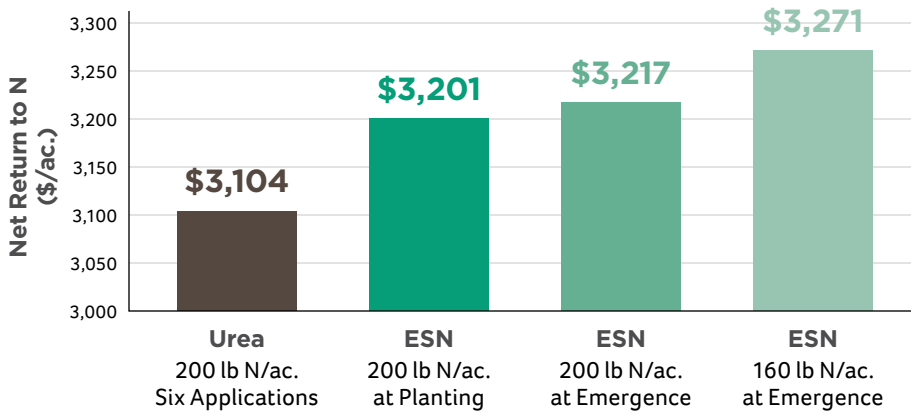
ESN REPRESENTATIVE:

- Rate is the percentage of the University of Idaho recommended rate
- Values are averages of three locations

Source: Dr. Bryan Hopkins, Brigham Young University

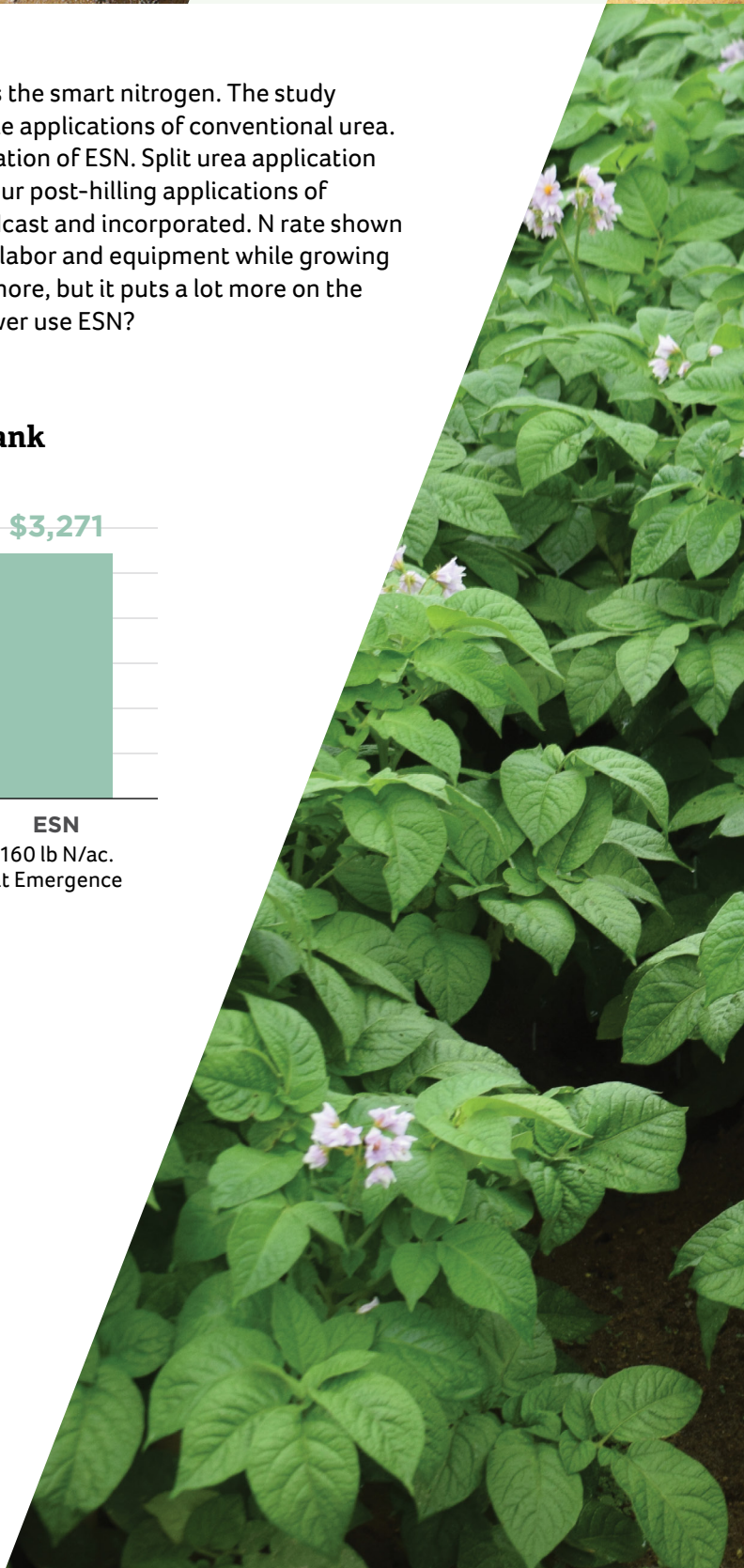
The results of this Minnesota study show once again why ESN is the smart nitrogen. The study compared ESN applied at emergence or at planting with multiple applications of conventional urea. The greatest net returns were obtained by using a single application of ESN. Split urea application included 100 lb N/ac. at emergence, 20 lb N/ac. at hilling and four post-hilling applications of 20 lb N/ac. at approximately two week intervals. ESN was broadcast and incorporated. N rate shown includes 40 lb N/ac. at planting from DAP. ESN saves time, fuel, labor and equipment while growing high-yielding, high-quality potato crops. ESN may cost a little more, but it puts a lot more on the bottom line. ESN is smart nitrogen. Shouldn't every potato grower use ESN?

FIGURE 2.
ESN Increased the Net Return From Russet Burbank Over Conventional Split Applications



- Multi-year Minnesota study
- Values are averages of three years (2005-2007)

Source: Dr. Carl Rosen, University of Minnesota



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