



Knowledge grows

Pressemitteilung

Yara GmbH & Co. KG at the Agritechnica in Hanover: Hall 8, Stand A 03
Hanover, November 13, 2023

Digitalization and climate protection

At the press conference at Agritechnica 2023, Yara GmbH & Co. KG informed about digital innovations and tools for fertilization as well as a project to reduce the CO₂ footprint with green fertilizer.

YaraPlus, the new all-in-one fertilization platform from Yara, was also very present as one of the international fertilizer company's most important innovations. The new platform was presented by Dr. Ulrich Ortseifen, Marketing & Agronomy Manager at Yara Germany. In the future, it will bundle all of the company's digital tools. These include the apps Atfarm, GrassN, Tankmix and other services. Just in time for the 2024 growing season, when YaraPlus will be launched, users will be able to access all the functions of the digital offering with just one login. Multiple entries or lost data will be a thing of the past. "YaraPlus will make work more effective, easier and timesaving," Ortseifen said with conviction.

The personal companion through the fertilizing season

In addition to access to the tried-and-tested Yara apps, other functions can also be called up with the login, Ortseifen explained. Whether searching for the right product, requesting an offer or receiving field- or crop-specific advice - YaraPlus becomes a personal companion through the fertilizer season. In detail, the new platform includes the following tools:

Atfarm: With the satellite data available in the app, farmers always have their crops in view. Various maps are available, including biomass maps, nitrogen uptake maps and maps for site-specific fertilization. The new "cloud-free" technology now makes it possible to assess the current development of the crop even on cloudy days. In addition, the smartphone-based N photo analysis and the handy "N-Tester BT" can also be used to determine the nitrogen requirement directly in the crop.

GrassN: The GrassN app is a free digital tool for managing all grassland fertilization. It is based on current and field-specific information and gives recommendations for mineral and organic fertilization.

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The program helps to monitor crop growth and the development of crude protein content. This allows the optimum cutting time to be identified at a glance.

Services and agronomic support

The Tankmix app, which can be used to quickly and easily check the mixability of YaraVita products (foliar fertilizers) with each other and with crop protection products, is also available free of charge in YaraPlus. This also applies to the BigBagweg service, an offer from Yara for farmers in Germany to have empty large containers of Yara fertilizers collected free of charge. Last but not least, the Yara Premium bonus program and the well-known podcasts and newsletters can also be found on the platform. Dr Ortseifen added that interested farmers can already register now at yaraplus.de ahead of the launch in February 2024.

Cloud-free at the touch of a button

Dr. Ulrich Ortseifen then presented a new Yara technology integrated into Atfarm in more detail. The problem is well known: Cloud cover limits the use of real-time satellite images. Especially in the growth-intensive months of February to May, the long-term statistical average number of cloudy days is between 18 and 21 per month. The sophisticated algorithm is now able to calculate current nitrogen uptake maps based on the last cloud-free image, even on cloudy days. The system uses daily radiation, temperature and humidity data, calculated in a plant growth model. The function will be integrated into the Atfarm app next spring. Initially limited to winter wheat, models for other crops will soon be completed.

Climate protection as a key challenge

Marco Fleischmann, Managing Director of Yara Germany, then addressed another topic to which Yara is currently devoting a great deal of attention. The company has initiated a partnership along the food production chain with the aim of making food production more sustainable. The cooperation agreement signed in August 2023 with the Bindewald & Gutting Mühlengruppe and Harry Brot to decarbonize grain cultivation provides for the use of green fertilizer. In the project, around 9,000 tons of flour and 297 million bread rolls are to be produced on 1,600 hectares of cultivated land. The fertilizer used is produced from green ammonia. This is produced exclusively using renewable energy, meaning that the green fertilizer has a CO₂ footprint that is up to 90% lower than that of conventionally produced fertilizer. Its use can reduce the carbon footprint of the grain produced by up to 30% and the carbon footprint of the bread rolls made from it by up to 15%. Additional measures such as site-specific fertilization can reduce emissions even further.

"Climate protection is becoming increasingly important," added Marco Fleischmann, and is a key challenge for agriculture and the agricultural industry. After all, the German government wants to reduce greenhouse gas emissions by at least 65% by 2030 - to achieve this, emissions in agriculture are to be reduced to 56 million tons of CO₂ equivalents. According to a study by the market and social research institute Ipsos, consumers are also demanding more climate protection: 74% of those surveyed would like food companies to reduce their production emissions, 72% prefer climate-friendly food, 53% would pay more for food produced without fossil fuels and 70% would like the carbon footprint to be stated on the label.

CO₂ reduction potential in production and application

The Managing Director went on to explain that the production and application of mineral fertilizers offer the greatest potential for reducing CO₂ emissions in grain production. European products already have 40 to 50% lower emissions thanks to the use of catalysts to capture nitrous oxide. By capturing and storing CO₂, emissions could be reduced by a further 60 to 70 %. Finally, the use of renewable energies would allow emissions to be reduced by up to 90 %. Together with an increase in nitrogen utilization efficiency by the plant, this brings us a good deal closer to the goal of climate-friendly baked goods production.

YaraFX Insight brings Yara's expertise to digital platforms

The innovations presented in Hanover also include YaraFX Insight. According to Dr. Ulrich Ortseifen, this agricultural API (Application Programming Interface) is designed to make Yara's digital offerings and expertise in the field of plant nutrition widely accessible. Integrated into platforms already used by farmers, it allows access to Yara tools and services in a familiar environment. According to Ortseifen, YaraFX Insight is intended to help reduce the complexity of the AgTech world, in which thousands of applications offer only a few functions. The aim is to reach farmers where they already are. The entire portfolio of applications can be integrated via the interface: fertilizer planning, biomass and N uptake maps, in-field measurements such as N testers or photo analysis, application maps, GrassN app, tank mix or CO₂ calculators.

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About Yara:

Yara is a leading global manufacturer of fertilizers for the agricultural industry. With over 17,000 employees worldwide and more than 100 years of experience, Yara is a trusted partner for farmers around the world. The Norwegian company is committed to sustainable and productive agriculture and develops innovative solutions to meet customers' needs and reduce the environmental impact of agriculture.

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