

Webinar Climate Smart Agriculture N-Sensor in Netherlands

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Smart intensification



Destroy more nature, or increase productivity ?

http://yara.com/doc/221347_Yara_Climate-smart-agriculture_2015.pdf

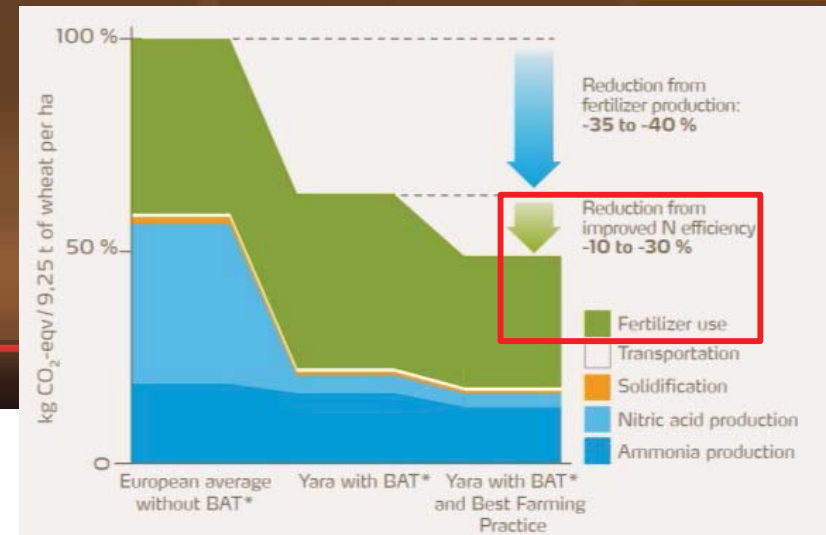
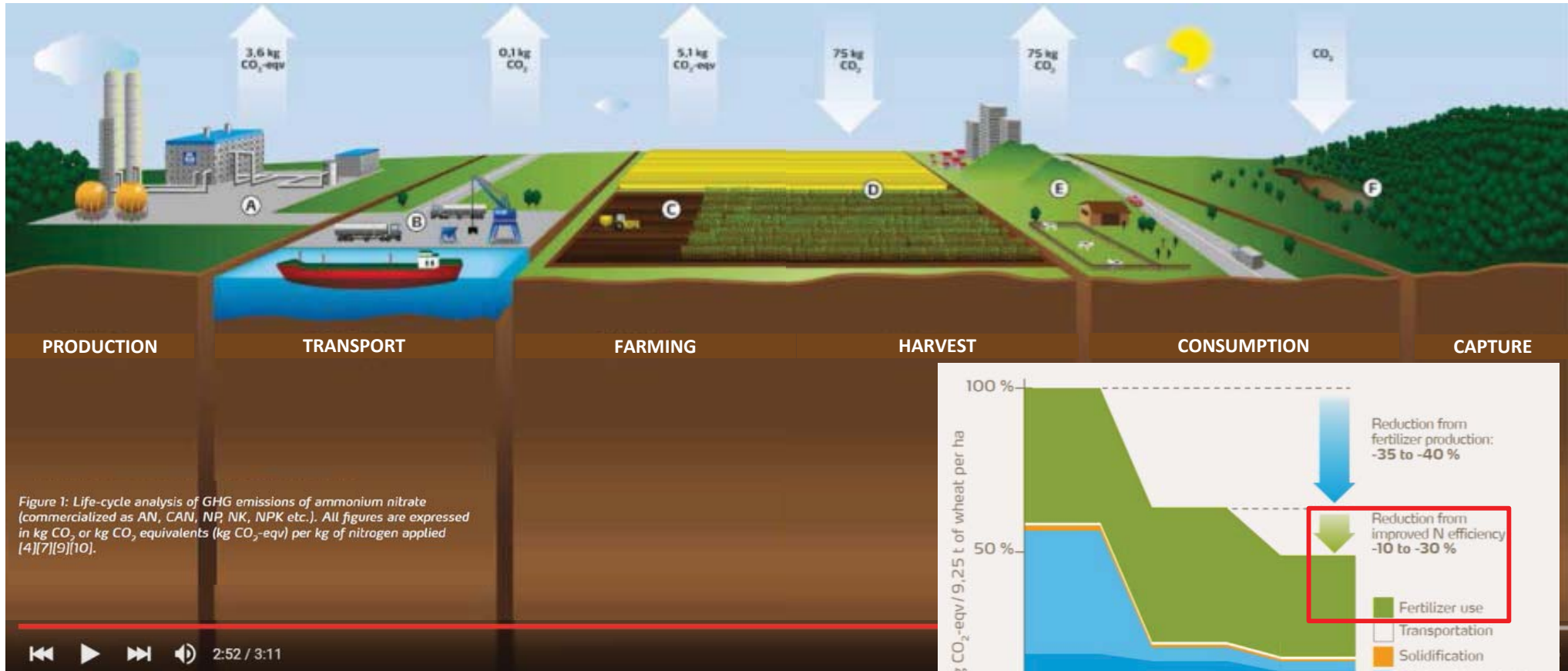


Reducing Carbon Footprint

3.5

0.1

5.1



Precision farming is part of the solution !

http://yara.com/doc/199057_ya_ed_bro_ANvsUREA_9-0-BD.pdf

http://yara.com/products_services/fertilizers/pure_nutrient/the_carbon_footprint_of_fertilizers.aspx

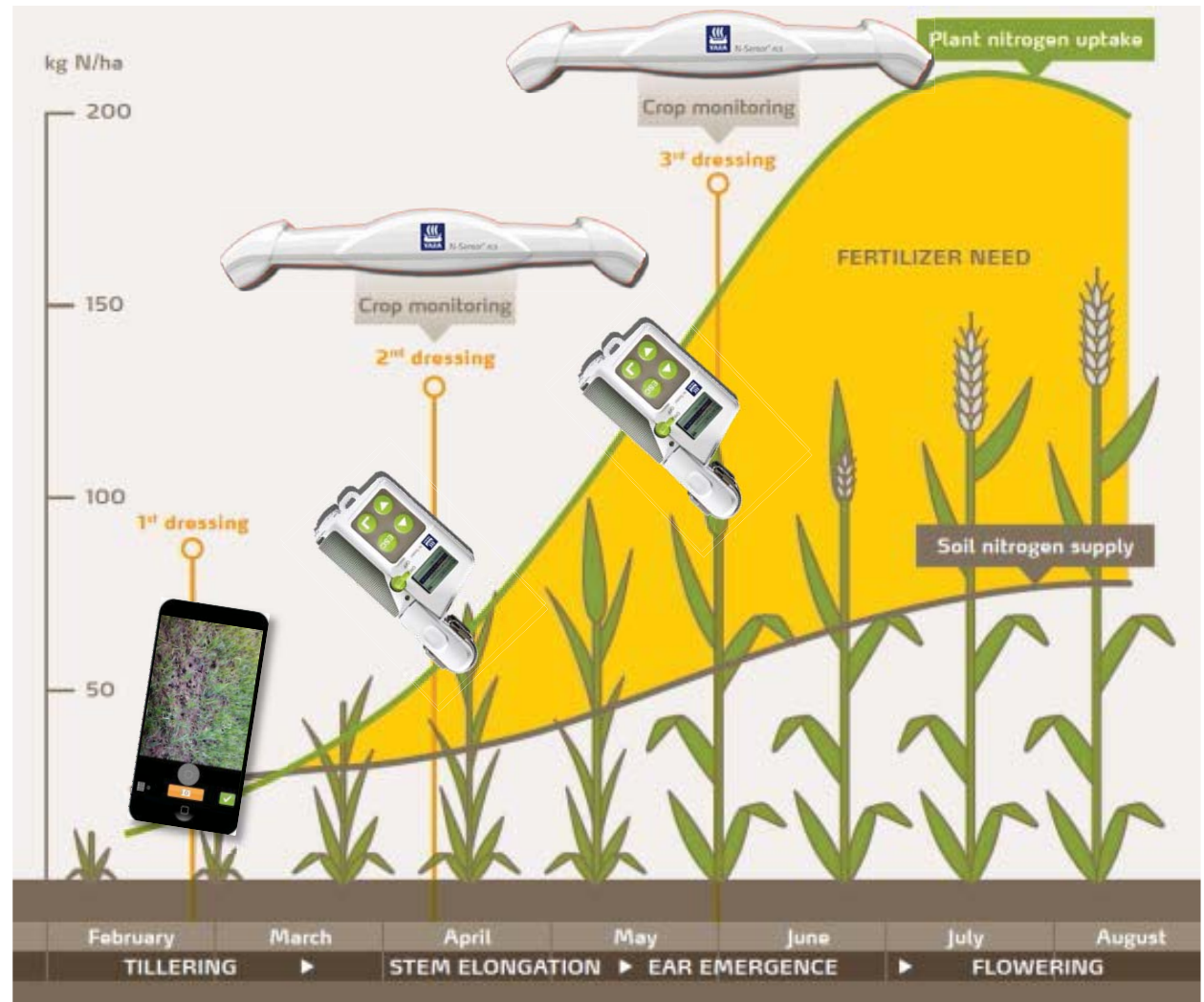


Smart Fertilization

- Right Rate
- Right Place
- Right Time
- Right Fertilizer

Yara Tools:

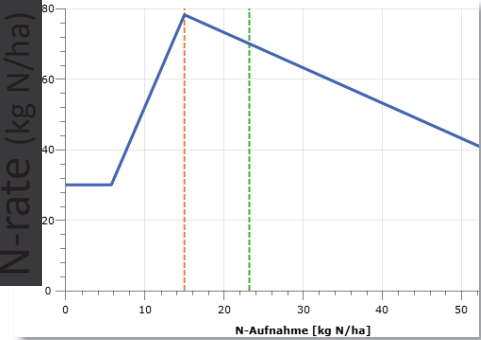
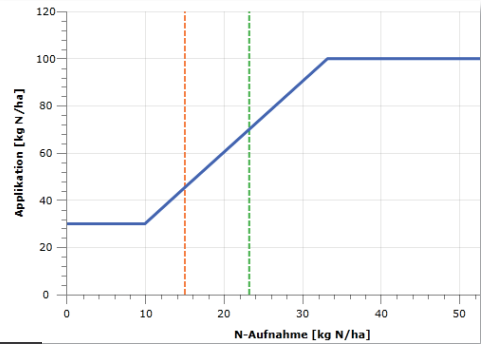
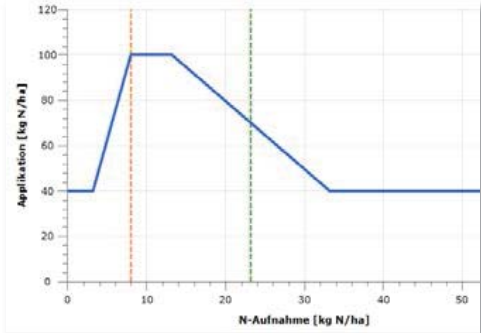
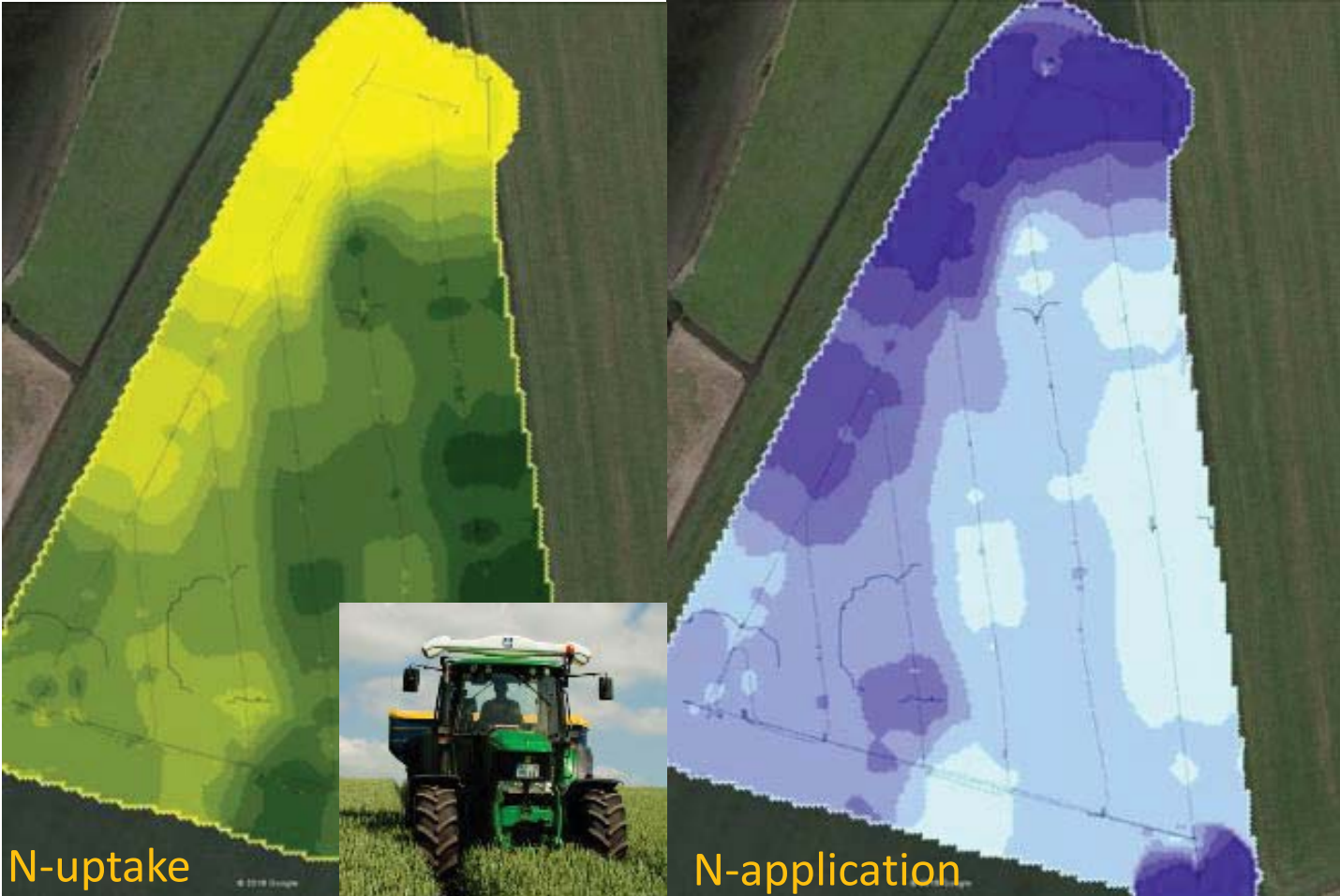
- ImageIT[®] app
- N-Tester
- N-Sensor[®]



Continuous crop monitoring for best N-efficiency



Variable nitrogen application



N-uptake (kg N/ha)

N-strategy depends on crop, growth stage & situation.
Farmer can always overrule.



N-Sensor in practice

1. **Simplicity:** direct application, no clouds, no 3th parties
2. **In control:** manual overrule always possible
3. **Proven technology:** >15 yrs agronomic validation
4. **Target farm:** >150 ha potato & cereals

Why sensors don't fly in Netherlands:

1. **"Too expensive":** 20-35 k€ investment (= 15-30 €/ha)
2. **"Not ready":** research overkill: farmers can't filter
3. **"Will get better":** don't realize direct gain & updates

N-Sensor demo: <https://www.youtube.com/watch?v=nrIxH9tFxoA>



Knowledge grows

Thank you