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Bio Stimulants:  
An Emerging Technology for the Fertilizer Industry

our **Challenges**  
our **Image**  
our **Future**

A GROWING RESPONSIBILITY



# Bio Stimulants: An Emerging Technology for the Fertilizer Industry?

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## Bio Stimulants:

*Biologically derived and viable inputs that enhance plant performance for sustainably-enhanced agriculture.*

## Bio Stimulants & The Fertilizer Industry

- How are Bio Stimulants related to plant nutrition?
- How can Bio Stimulants be employed and deployed with plant nutritional materials?
- Are certain Bio Stimulants an emerging technology for the fertilizer industry?

## Bio Stimulants & The Fertilizer Industry

- Create “specialty” products that are clearly differentiated from commodity status materials and allow for premium pricing opportunities.
- What questions should be asked of firms regarding their Bio Stimulant materials for use with fertilizers?
- What performance information is critical to assemble before developing Bio Stimulant containing fertilizer products?

## Bio Stimulants & The Fertilizer Industry

- Bio Stimulants – Reproducible Results are Key...
- Marketing of Bio Stimulants
  - Are there:
    - Multi-crop,
    - Multi-variety,
    - Multi-nutrient,
    - Multi-geography, and
    - Multi-year replicated trial data

# Advantages and Value

*What could bio stimulants do for you?*

# How to Use & How to choose

## *"Caveat Emptor"*



## Bio Stimulants & The Fertilizer Industry

To paraphrase Ronald Reagan:

- “Trust that Bio Stimulants may add performance and value to your product offerings but verify their routine performance.”

**And now it is time to hear your comments and learn of your experiences and issues with Bio Stimulants.....**