



# The Next Frontier in Nitrogen Management



**FIX** **RECRUIT** **LIBERATE**

## Go Beyond Nitrogen with N-FINITY™

Managing the land with an eye toward the future has long been a priority for farming families and today's farm operations alike. Loveland Products is recognized as an industry leader in delivering state-of-the-art technologies to enhance the availability and uptake of plant nutrients, driving nutrient use efficiency in a range of crops. N-FINITY represents our latest contribution to the emerging landscape of nitrogen products. Designed to enhance your soil's ability to fix, recruit, and liberate nitrogen in the root zone, N-FINITY will enable every unit of nitrogen to go farther. N-FINITY is exclusively available from Loveland Products through your local Nutrien Ag Solutions retail.

### 3 Modes of Action to Provide N from Biological Sources

1

#### FIXATION

*Spore Forming  
N-Fixer Endophytes*



Proprietary N-fixer isolates colonize the plant, becoming endophytic (living with the plant cells) and fixing N in inoculated plants.

2

#### RECRUITMENT

*Recruitment of  
Associated N-fixers*



Signal-response compounds recruit plant-associated N-fixers and enrich occurrence of our proprietary N-fixing isolates.

3

#### LIBERATION

*Liberation and  
Uptake of Organic N*



Proprietary technology improves crop N use efficiency and increases organic N pools in the soil → greater N mineralization and uptake.

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ALWAYS READ AND FOLLOW LABEL DIRECTIONS.

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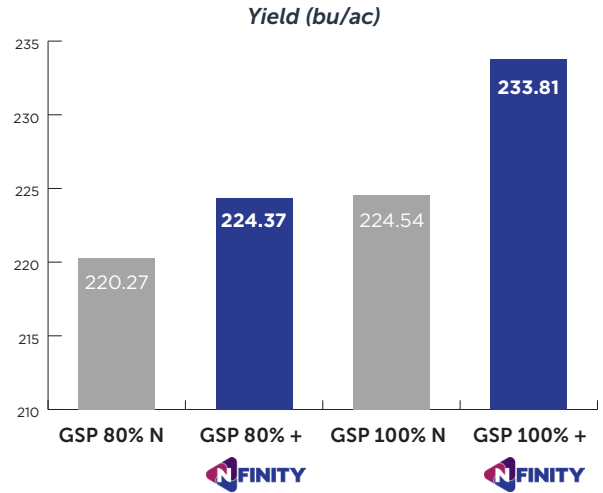
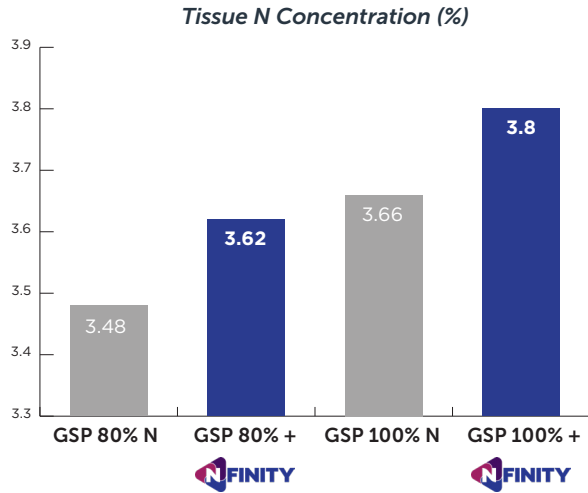
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### Higher Leaf Tissue N Concentration & Corn Yield

N-FINITY proof-of-concept field trial, Agri-Tech Consulting, Whitewater, WI (2022)



#### IN THIS TRIAL:

- N-FINITY increased tissue N concentration within each nitrogen program
- N-FINITY provided yield benefits in both full and reduced rate nitrogen programs
  - N-FINITY applied with 100% GSP program outyielded 100% GSP alone
  - N-FINITY applied with 80% GSP program outyielded 80% GSP alone, providing similar yield to 100% GSP

GSP=Grower's standard practice.