



10.09.2024

Grupa Azoty Expands Fertilizer Portfolio and Introduces Solution to Identify Product Origin

Grupa Azoty has expanded its portfolio with a new version of RSM®, a popular urea-ammonium nitrate solution, now enhanced with copper, boron, and molybdenum. Importantly, the light blue color of the new RSM® OPTIMA will help farmers easily identify the product's country of origin, as Grupa Azoty will be the only producer offering RSM® in this color. This measure addresses the challenge of fertilizer imports, which are often of questionable quality; for example, the practice of diluting fertilizer with water results in products that fail to maintain the specified concentration.

The decision to expand the product line also reflects the needs of modern agriculture, where delivering optimal amounts of essential nutrients, including micronutrients, is key.

"In the Agro Segment, we are taking numerous steps to increase the attractiveness of our offer, including cost optimizations, improving commercial relations, and aligning our product portfolio with market expectations. Beyond its micronutrient benefits, RSM® OPTIMA will feature a distinctive color, making it easily identifiable. We've received multiple reports of counterfeit products and imported solutions that fail to maintain their nitrogen concentration, so we want farmers to easily recognize our product's origin. Our goal is to ensure farmers can trust that choosing the light blue fertilizer means opting for a high-quality product from a domestic manufacturer," **said Hubert Kamola, Vice President of the Management Board of Grupa Azoty S.A., responsible for Agro, and President of the Management Board of Grupa Azoty Puławy.**

RSM® OPTIMA – Enhanced Composition

The main innovation in this new product is the addition of copper, provided in the form of copper chelate, a valuable micronutrient that assists plants in transporting water and nutrients and improves nitrogen uptake throughout growth stages. The fertilizer also contains all three forms of nitrogen—ammonium, nitrate, and amide—ensuring effective application across various crops in both pre-planting and top-dressing.

In addition to copper, the fertilizer includes boron and molybdenum. Boron supports proper plant growth and enhances nutrient absorption, while molybdenum plays a crucial role in nitrogen management, improving resistance to environmental stress and disease.

The optimized formula of Grupa Azoty's new RSM® will support higher yields across a wide range of crops—from winter and spring grains, winter oilseed rape, corn, and sugar beets, to potatoes, legumes, forage crops, as well as vegetables and orchards.