EEF Innovation – A Manufacturer/Wholesale Perspective

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Agronomic Considerations

• What problem/loss pathway are we attempting to address?
  • Controlled release/coated product to alter timing or inhibitor to affect biological activity

• How effective is the technology?
  • What does the empirical evidence reveal about product performance?

• If we do introduce it, how does this new technology affect agronomic practice at the field-scale?
  • Do farmers in different geographies have different considerations when using the product?
Production Considerations

• What is the cost of integrating the technology into our existing production plan?
  • Cost for pilot plant evaluation, cost for structural changes, etc.

• How does the new product survive transportation, distribution, and handling?
  • Is the product of adequate physical integrity?
Market Considerations

• How receptive is the market to a new product?
  • Is there adequate storage at the retail level?

• Are there existing technologies in the market space?
  • What are the opportunities to displace those products?
Example Scenario

• Let’s say we wanted to develop a polymer coated potassium product – what are the considerations?
  • Where agronomically/environmentally is this product going to have the most benefit?
    - How large is that potential market?
    - Any other agronomic concerns with product use?
  • What is the cost to alter an existing production facility to coat potash?
    - Do we have excess capacity to move into the production stream of coated potash?
  • At what price point will this product enter the market?
  • Will our customer-base embrace another product?
• We are mining/chemical manufacturing companies, and it is not easy to produce multiple product lines at the scale we currently produce.
Thanks. Questions?

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