



STOLLER ENTERPRISES, INC.

...World leader in crop nutrition...

VARIABLES OF CROP PRODUCTION

We, who have been trained in agronomy, believe that good nutrition is the key to higher yields and more consistent production. We test the soil for clinical nutrient availability. Based on these test results, fertilizer recommendations are made.

These recommendations are made on research results over a 50-year period.

Based upon the above science, we tend to get higher average yields. Yet, there are acres within fields and some soil types that do not yield well ... no matter how much fertilizer is used. This presents a real problem.

Growers want these "weak spots" removed. They want higher yields in problem acres and fields. With our present knowledge, we cannot deliver consistent yields.

Growers feel that weather is the most important factor in crop production. Commodity buyers follow the weather; they do not follow fertilizer applications. Dry weather, at certain stages of growth, will make a tremendous difference in yields ... irrespective of fertilizer rates. Hot weather at certain stages of growth, will have a detrimental effect on yields ... irrespective of fertilizer use.

Until we know how to "weather-proof" a crop, we will never have consistent yields. Also, we will never receive predictable responses from fertilizer. Fertilizer does not deliver these unlimited yields.

There must be a change in our paradigm of thinking about yields. We must forget (reject) the idea of "yield increases". We must think in terms of "lost genetic potential". We are only receiving yields that represent 30% of the genetic potential of the crops that we plant. We must learn how to go higher on the scale of genetic potential of the seed. In other words, "What can we do to decrease the loss of genetic potential?" We cannot increase genetic potential of seed ... only reduce loss.

“This is the new paradigm that will guide our thinking in the future.”