



Smarter nutrient use starts with better formulation

An EU-certified biostimulant compatible with high-salt fertilizers

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An aerial photograph showing a stark contrast between a deforested area on the left and a lush green forest on the right. A dirt road or path runs vertically through the center, separating the two. The deforested area is covered in brown, charred tree trunks and debris, with patches of white and blue. The forest on the right is dense and vibrant green.

**AGRICULTURE HAS CHANGED THE PLANET
MORE THAN ANY OTHER HUMAN ACTIVITY**

Fertilizer inefficiency: A threat for food security & global warming

N & P USE

Less than **50% of synthetic N** and **15% of P** inorganic fertilizers applied are utilized by crops.

FOOD SECURITY

Limited P deposits may not be able to meet the increasing global demand to **ensure food security**.

GHG EMISSIONS

Synthetic N fertilizers account for **2-3% of global GHG emissions**, 2/3 of the emissions are generated when fertilizers are used in the field.

COST OF N LOSSES

Annual social cost of agricultural N losses was **€40-230 billion** in EU in 2008.

So... what NUE solution to choose?



Robustness – multiple ways of action

Products with multiple ways of actions are more successful than a single way of action approach (i.e. CRF or inhibitors).



Straightforward regulatory compliance

Solutions enhancing NUE shall be microplastic-free, non-toxic and safe products.



Regenerative agriculture

Improved NUE shall be achieved through products that help preserving soil health & biodiversity.



Fertigation – compatibility and solubility

Wider adoption of fertigation due to water shortage will demand NUE products with high solubility & fertilizer compatibility.



Why *Activance*[®] *NUE*



Multiple modes of action

Stimulates H⁺-ATPase, root development & nutrient uptake.

Solubilizes P through metal-phosphate complexes.

Accelerates NO₃⁻ uptake rate and reduces leaching.



EU-certified biostimulant (2030-DE.6691)

PFC 6 Claim: Improvement of the use efficiency of nitrogen and phosphorus.



Contribution to sustainable agriculture

Reduction of fertilizer use CO₂ emissions, enhanced nutrient & water use efficiency, increase beneficial soil microbial strains.



Full compatibility with commercial fertilizers

Designed to deliver full compatibility even with concentrated liquid fertilizers with acidic pH and/or high ionic strength.

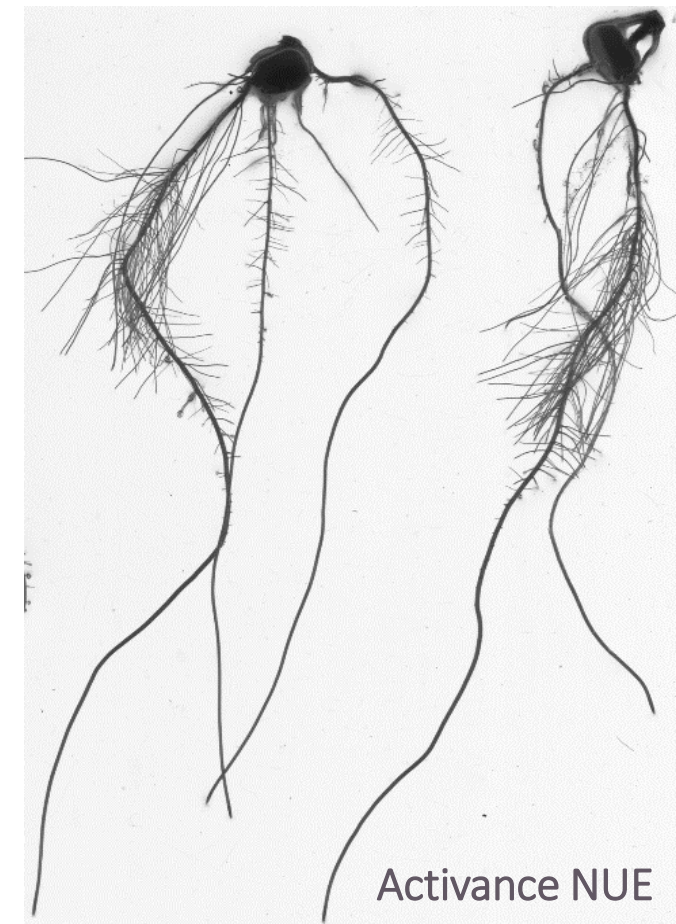
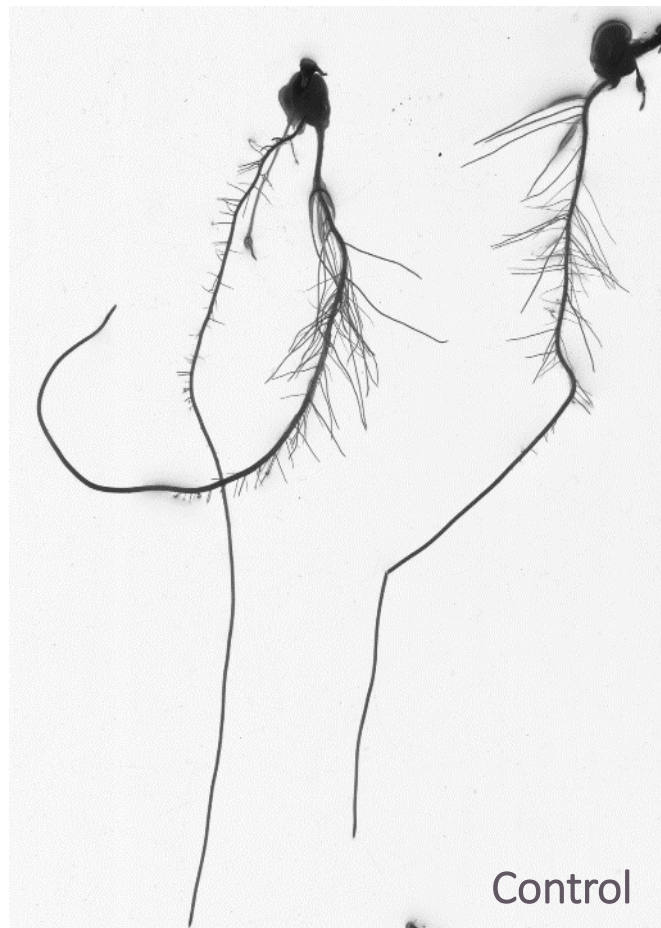


Root growth through H⁺-ATPase stimulation

Corn trial in Padova (Italy)

- Trial conditions:
 - Hydroponic trial in growth chamber.
 - Seeds germinated on filter paper for 3 days.
 - 3-day-old seedlings transplanted into 1 L pots.
 - Activance NUE added to the nutrient solution at 4 g/1000 L.
 - Root morphology evaluated after 6 days.

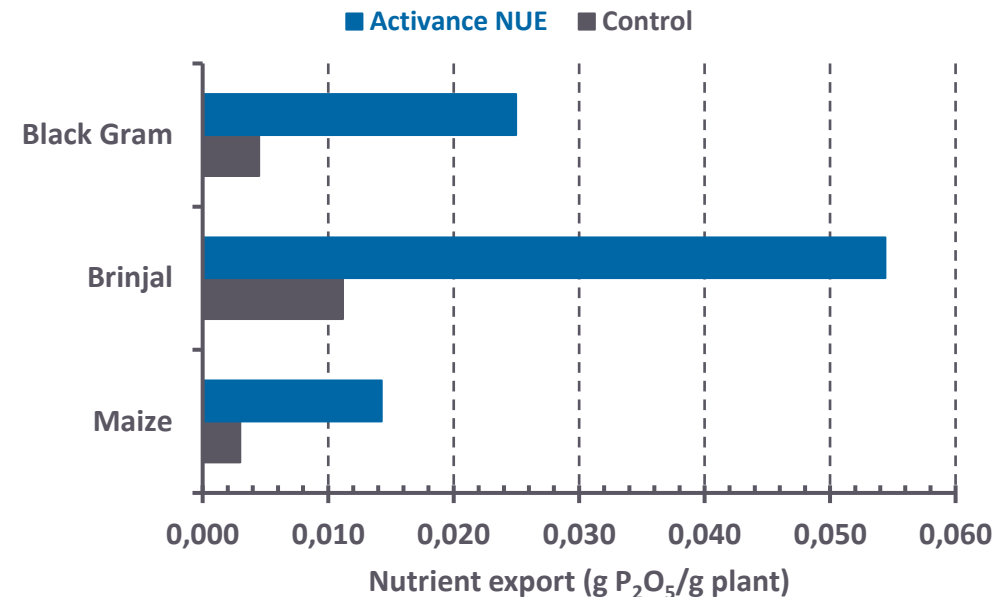
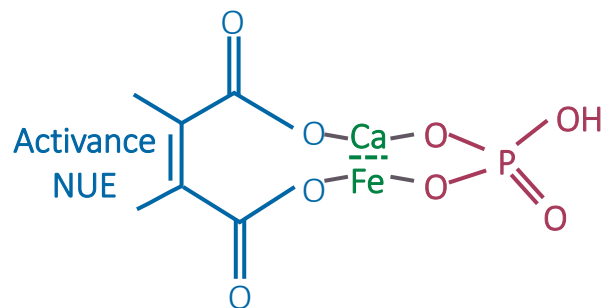
Activance NUE increased total **root length** by **+29%** over control.



Availability of phosphorus in the soil

Black Gram, Brinjal and Maize pot trial in India

- Trial conditions:
 - Acidic soil (pH 4.6), 2,8% OM, 1,9 ppm available P.
 - Phosphorus applied at 46 kg P₂O₅/ha to Brinjal & Black gram and 69 kg P₂O₅/ha to Maize. Activance NUE applied at 8 kg/ha.
 - Biomass dry matter and P content in plant tissue measured after 21 days PUE calculated as Nutrient export (*Ne*).



$$Ne = C \times Y$$

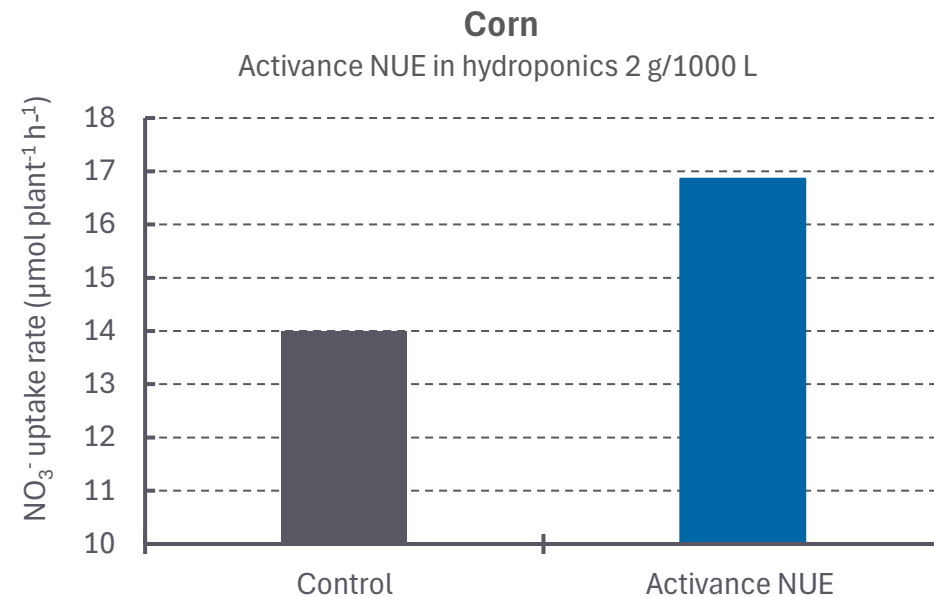
Ne: nutrient export into the plant (shoot or root or both), in g/ha or g/plant
C: concentration of the plant nutrient in the part of interest, in g/g
Y: crop yield: harvested part or total biomass, in g/ha or g/plant.

Activance NUE significantly increased availability of phosphorus measured as nutrient export.

Enhanced nitrate uptake rate

Corn trial in Padova (Italy)

- Trial conditions:
 - Hydroponic trial in growth chamber.
 - Seeds germinated on filter paper for 3 days.
 - 3-day-old seedlings transplanted into 1 L pots.
 - Seedlings grown for 6 days in a nitrate-depleted solution containing 2 g/1000 L Activance NUE.
 - Plants transferred to 1,5 mM NO₃⁻ solution for 150 min to measure nitrate uptake rate.

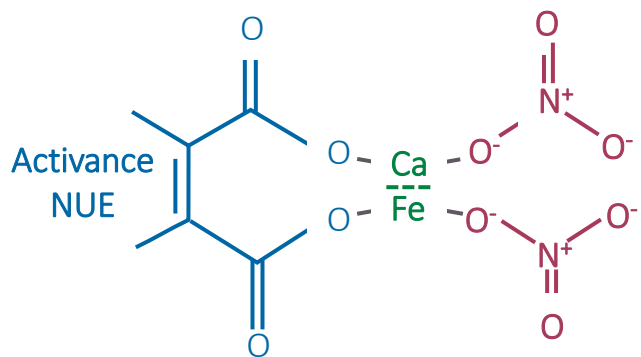


Activance NUE increased **nitrate uptake rate +21%** over control.

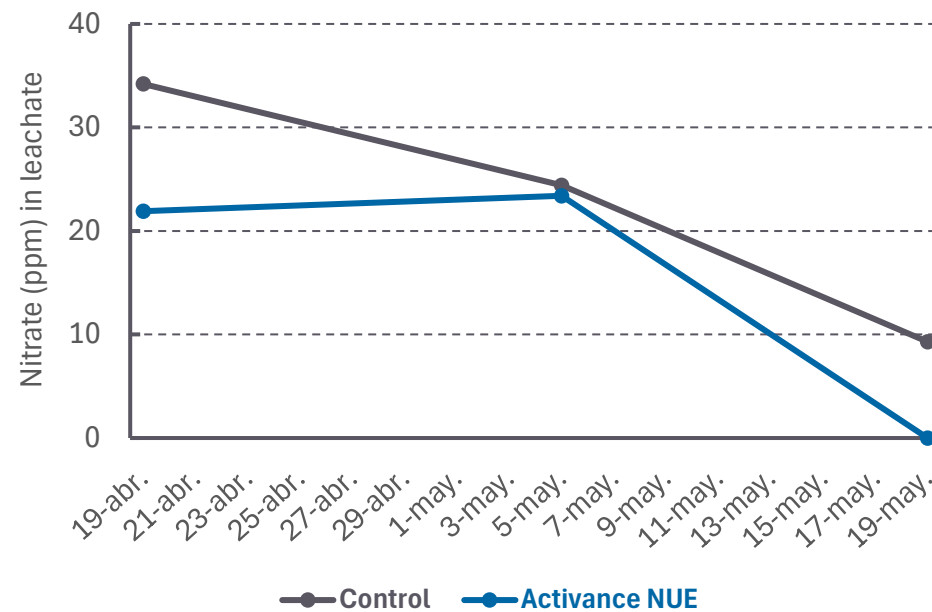
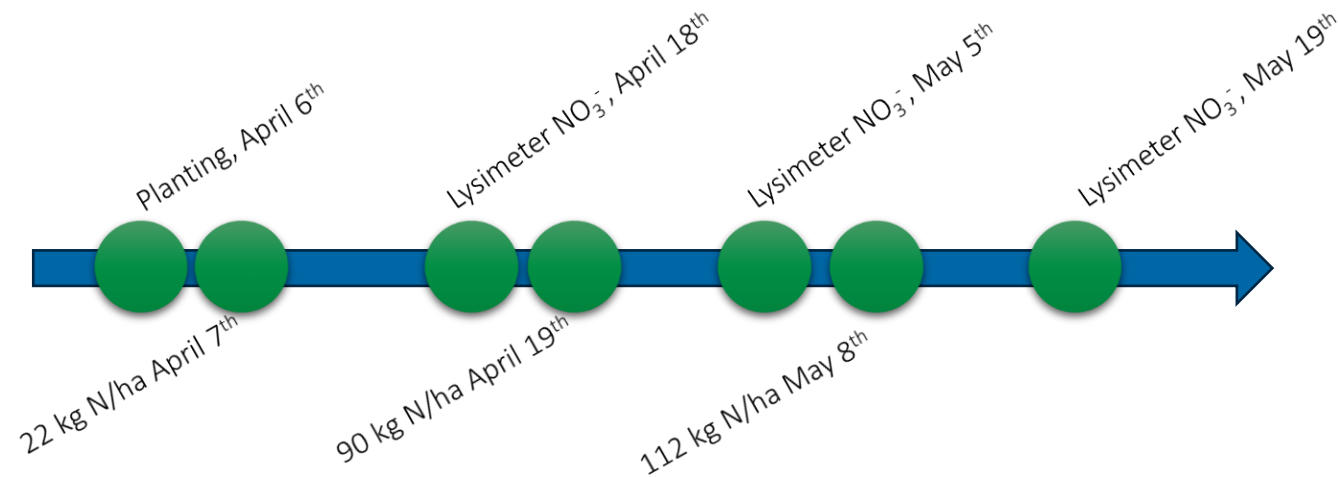
Reduced nitrate leaching

Broccoli trial in Somis (CA), US

- Trial conditions:
 - Fertilizer: 890 L/ha AN20 split in 3 applications. Activance NUE @ 3 kg/ha with each N application.
 - Clay loam soil. pH 6,5 & 3,1% OM.
 - Activance NUE complexing capacity key to minimize nitrate leaching.



On average, nitrate leaching during the trial was reduced by 40%.



N & P₂O₅ use efficiency in hydroponics

Corn trial in Padova (Italy)

- Trial conditions:
 - Hydroponic trial in growth chamber.
 - Seeds germinated on filter paper for 60 h in the dark at 25 °C.
 - Germinated seeds transplanted into 3 L pots with Hoagland nutrient solution (fertilizer).
 - Activance NUE added to the nutrient solution at 3 g/1000 L 12 days after transplanting.
 - Plants evaluated 48 hours after Activance NUE application.

Activance NUE increased N & P₂O₅ Partial Factor Productivity by +56% over control.



Enhanced photosynthetic activity:

- +19% SPAD index.
- +17% RuBisCo enzyme activity.



Activation of primary metabolism:

- +29% Protein in leaves.
- +136% GS & +96% GOGAT activity in roots.
- +10% Glucose & +47% Fructose in leaves.



Activation of secondary metabolism:

- +74% Total phenols in leaves.

N&P Use efficiency in corn

Contribution to regenerative agriculture



Increase productivity, employment & value addition in food systems.



Protect and enhance natural resources.



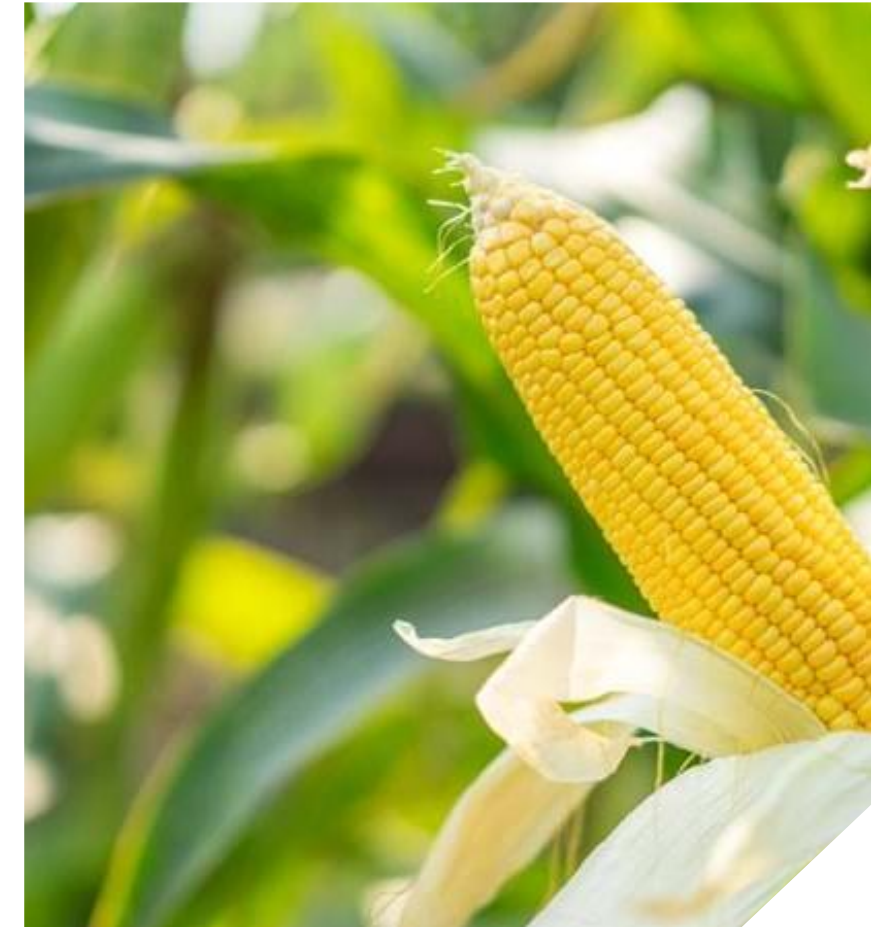
Improve livelihoods and foster inclusive economic growth.



Enhance the resilience of people, communities and ecosystems.



Adapt governance to new challenges.



Source: [Sustainable Food and Agriculture](#) | [Food and Agriculture Organization of the United Nations](#)

N&P Use efficiency in corn

Contribution to regenerative agriculture



Same yield with 37% less N fertilizer.



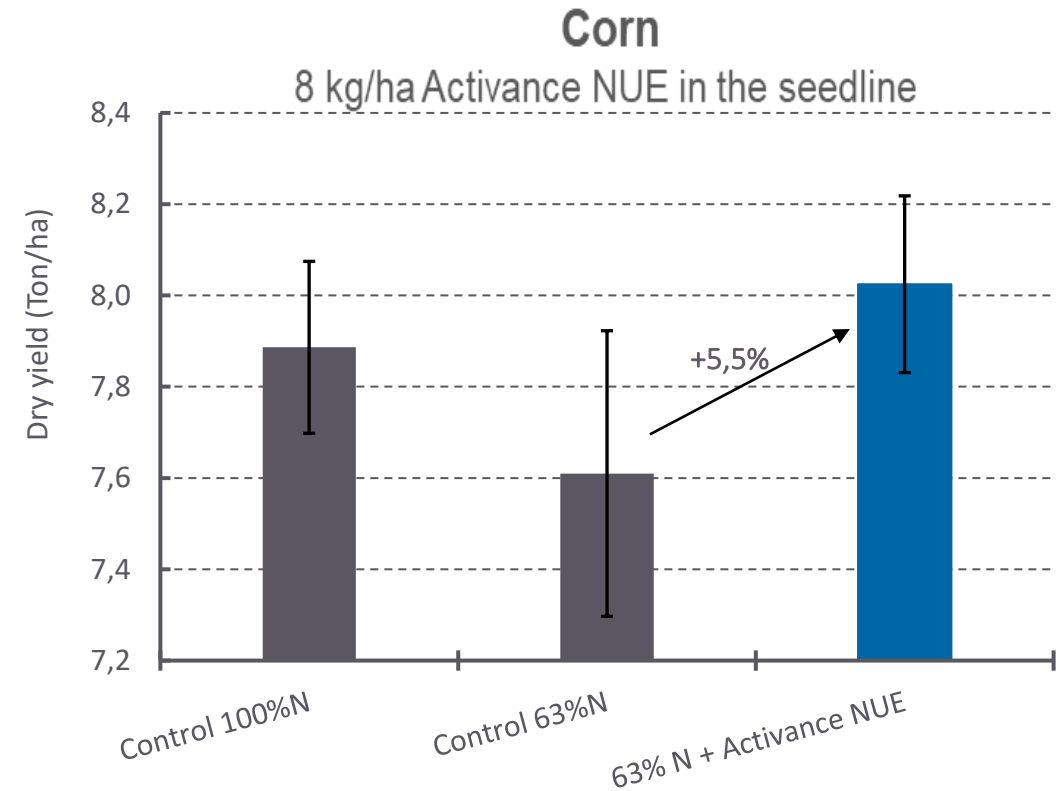
Soil microbiome analysis: +31% strain biodiversity.



12% increase in farmer's net profit.



Reduction of carbon footprint by 24 kg CO₂-eq/Ton (ca -28%).



N&P Use efficiency in mandarine

Contribution to regenerative agriculture



Increase productivity, employment & value addition in food systems.



Protect and enhance natural resources.



Improve livelihoods and foster inclusive economic growth.



Enhance the resilience of people, communities and ecosystems.



Adapt governance to new challenges.



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N&P Use efficiency in mandarin

Contribution to regenerative agriculture



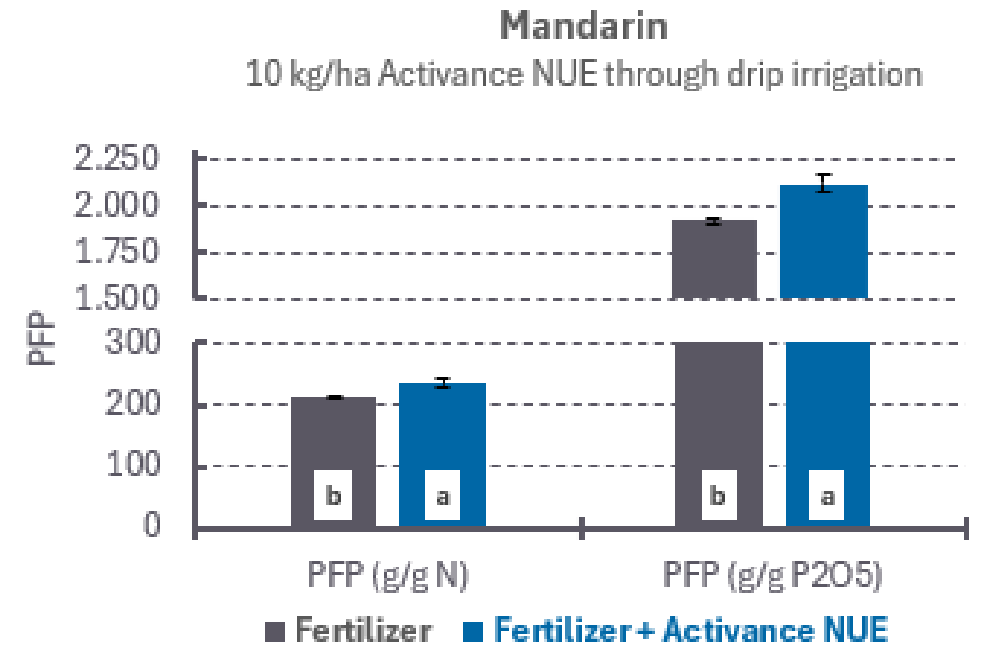
10% yield increase with same amount of fertilizer.



+0,64 kg mandarin per m³ irrigation water.



10% increase in farmer's net profit.



Bars that do not share a letter are significantly different

A proven biostimulant that enhances N & P nutrient use efficiency, offering reliable field performance and formulation flexibility

What our customers see:

- Reduced CCF (Crop Carbon Footprint) by up to 28% of fertilizer emissions
- Increased NUE by 5-40%
- Increase Water Use Efficiency (WUE) by 10%
- Increase in net profit by 10-12%

28%

REDUCTION IN CCF

14%

INCREASE IN NUE

10%

INCREASE IN WUE

11%

INCREASE IN NET PROFIT

Thank you!



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Visit us at booth E20



Learn more about Activance NUE here:



Activance[®]NUE

