



FERTASA: Fertilizer Application Strategy

Post Symposium Workshop
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Crop production lessons and challenges

Pieter Taljaard, CEO-GRAIN SA
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Summary of the Core Strategic Objectives

1. Influence **economic sustainability**
2. Grow and support **Developing grain producers** in becoming commercially sustainable
3. Increase the involvement **of younger producer** members
4. Grow **broader membership** base
5. Grow and maintain **key value chain relationships**
6. Efficient and **effective communication**

The Cost Price Squeeze - "Knyptang"



Future (National) Needs

- Efficiencies in supply chain
 - Harbors
 - Rail
 - Roads
- FOSKOR our national assets to protect Food Security
- Fert efficiency as next big gain – low hanging fruit
- Honest, consistent and transparent communication and advice
- Sustainability strategies

Farmers' needs

- Sound and precise advice
 - More Research!!
- Improve efficiency –
 - Quick and affordable N detection method
- Optimization: $MIC = MR = \text{Max Profit}$. - Value to be added
- Independent advice – The trust issue as the current system
 - Rx is margin based
- Optimization of Fertilizer usage and application
 - DIFM projects and various commercial Digital solutions

Farmers' needs.....

- Sustainable
- Increase productivity?
 - a. Produce more
 - b. Sell it for more
 - c. Grow it for less – efficiency & technology
- Chair in soil fertility – Centre of Excellence based at research institution(s) – Link to the NGRP for national coordination

Strategy – CoE opportunity

- ID the Champion(s) to drive this
- Full repository of what is known
- Current and Future needs
- Industry funded
 - Trusts (Commodity bursaries and support)
 - Fert & mech companies
 - Seed, CP and techcompanies
 - Gov
 - Others

**WHY IS THE GRASS GREENER
ON THE OTHER SIDE?**



**BECAUSE THEY USE
FERTILIZER**

memegenerator.com