



PRESS RELEASE

Guillaume Franklin adds experience to southern nutrition agronomy team

Guillaume Franklin has joined Origin Fertilisers' national nutrition agronomy team covering south west England and Wales, providing advice to farmers on prescription nutrition and how to increase efficiency of fertiliser applications.

A graduate of Harper Adams, Guillaume is a FACTS qualified advisor and his previous role included providing farmers with nutrient management guidance for digestate applications. He regularly assisted farmers and growers with writing nutrient management plans to increase nutrient use efficiency. This role gave Guillaume a sharpened eye for the commercial side of farming.

"I know how crucial it is to get inputs right. Not only does it make more of the investment, but it offers soil and crops exactly what they require to maximise yield and quality. We need to be as efficient as possible with inputs and not waste money on products that the crops don't require."

This was part of the reason Guillaume joined Origin, as the focus on sustainability, prescription nutrition, and being able to know a products' carbon footprint to monitor the impact of fertiliser production will contribute to lower overall farm emissions. Based in Cullompton, Devon, Guillaume will be covering both grassland and arable systems, advising farmers on all aspects of crop nutrition. His appointment brings Origin's national team of nutrition agronomists to six.

"My background is in livestock and dairy farming and focussing on making the most from grass systems and I developed a keen interest in arable crop production during my degree. The transferable nature of being able to match soil requirements to nutrition will benefit all types of farmers and crops. The ability to blend products to account for any nutrient deficiencies is where I believe the industry should be heading as it will only increase the efficiency of the fertiliser we apply," he concludes.

–ENDS–

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Image: Guillaume Franklin

Caption: Guillaume is used to providing nutrition advice to farmers and wants to focus on the sustainability benefits of using prescription fertiliser

Notes to editors:

- Origin Fertilisers is a national manufacturer and distributor of fertiliser with 12 production facilities across Great Britain and headquarters in Royston, Hertfordshire.
- Origin has over 17,000 products to help arable and grassland farmers make better use of fertiliser – both financially and environmentally – by using targeted prescription fertilisers to improve soil fertility and crop productivity. Targeted nutrition (with a known carbon footprint) can have a significant impact on helping farming reach sustainability goals.
- A team of regional in-house nutrition agronomists offer practical advice to growers on ways to improve their crop nutrition and fertiliser usage.

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