



PRESS RELEASE

## Origin Fertilisers further strengthens northern nutrition agronomy team

Hester Hardy has joined Origin Fertilisers' team of in-house nutrition agronomists to support farmers and growers in the north of England.

With agricultural experience in both New Zealand and the UK, Hester hails from a farming background in Yorkshire, with her dad and brother both working in the industry. After completing a degree in agriculture with business management at Newcastle University, Hester secured her new role with Origin shortly after graduating.

She says: "Before starting university, I worked on a dairy farm in New Zealand and I saw how innovative livestock and grassland management techniques can benefit both the farm and the animal."

Part of the attraction of working for Origin Fertilisers was learning the technical side of crop nutrition and how balancing the needs of the soil and the crop will help maximise yield and quality returns.

She continues: "Prescription nutrition will help farmers meet environmental demands and use the right fertiliser through a more targeted approach. I also want to show growers the benefits of soil and grain analysis and how these vital tests can inform decisions to make the best use of any fertiliser investment."

Hester, who has a small flock of sheep along with a keen interest in racing horses, is based in Yorkshire and has already begun meeting farmers across the region.

–ENDS–

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**Image:** Hester Hardy

**Caption:** Hester hails from a farming background and has practical experience in both the UK and New Zealand.

**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 15,000 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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