



NATIONAL PRESS RELEASE

Owain John joins Origin to support Welsh farmers

Origin Soil Nutrition has appointed Owain John as a nutrition agronomist to support customers in Wales. He is looking forward to assisting merchants and farmers across the country with Origin's comprehensive range of soil nutrition products.

Owain is well known in the Welsh agricultural industry, working for Origin's sister company Humber Palmer and, before that, Wynnstay. Growing up on a family livestock farm in Carmarthen, Welsh speaker Owain appreciates the daily challenges farmers face and is committed to helping them become more productive with nutrition inputs.

"With Origin's bespoke product range, I can already see innovative ways to help the farmers I support in Wales. Increasing nitrogen use efficiency through prescription blends, and ensuring we are applying the right fertiliser for the crop and the soil, will make a real difference on farm. All farmers and growers are looking for something extra and I believe there is great potential with Origin's enhanced efficiency range of fertiliser."

Alongside supporting farmers and merchants, Owain will use his role to navigate the new Sustainable Farming Scheme (SFS) options.

"This will be a key part of my responsibility in the immediate future as SFS in Wales will go live in 2026. I'll be attending meetings to understand the implications and feed this information down to farm level, so farmers can maximise the options available to them.

"Another hot topic is Nitrate Vulnerable Zones, as the whole country is included, which can place a great strain on farming businesses. Supporting farmers to find solutions will make a real difference to logistics and help to drive change from farm level."

Owain is a trainee FACTS advisor and has already started with Origin Soil Nutrition.

–ENDS–



Image: Owain John

Caption: As a fluent Welsh speaker, Owain will be looking after customers and merchants across Wales.

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Notes to editors:

- Origin Soil Nutrition is a national manufacturer and distributor of fertiliser with 11 production facilities across Great Britain and headquarters in Royston, Hertfordshire.
- Origin Soil Nutrition has over 18,500 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 merchants and growers on ways to improve their crop nutrition and fertiliser usage. All are FACTS qualified advisors or are currently undertaking FACTS training.
- Origin Fertilisers changed its trading name to Origin Soil Nutrition in Q4 2024.

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