



For issue, 11 May 2015 by the Fertilizer Association of Ireland.

Fertilizer Association of Ireland launch New Look Website

The Fertiliser Association has recently updated their website www.fertilizer-assoc.ie. This upgraded and modernised website will enable users to more easily navigate the site as well as making content more easily accessible. The new website will also be mobile-friendly, allowing visitors to easily navigate the website using a tablet or smart phone.

The website continues to provide useful information on plant nutrients and best practice with fertilizer applications. The Online P and K requirement Calculator is a key feature of the website, allowing instant estimates of P and K requirements for grassland and tillage crops. Smart phone Apps are also available via the website.

The website also includes an extensive archive of past publications and proceedings of the annual scientific meetings of the Association. These publications are free to download, and many of the articles are excellent reference points of knowledge on many aspects of fertilizer application and soil and crop nutrition.

Paddy Casey, President of the Fertilizer Association of Ireland, said that the new website demonstrates the ongoing commitment of the association to provide information for its members. The new look website is a big step forward in improving our delivery of this objective. Projects are also underway to complete the online archive of Proceedings of the Association's Scientific Meetings, and to produce annual technical bulletins on fertilizers and nutrient management.

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The Fertilizer Association of Ireland is a representative body that promotes the efficient use of fertilizer to produce quality food in an economical and environmentally sustainable manner. Our members are drawn from the entire agricultural industry, and include farmers, agribusiness, fertilizer industry, government officials, advisors, researchers and university academics.