



FACTORY TO FIELD

PAYNE Crop Nutrition

June 2026

Fertiliser decisions: price, timing and risk

Fertiliser is no longer just another farm input. It has become a strategic decision that links price, supply, cashflow, crop potential, logistics and environmental responsibility.

PRICE

Volatile markets mean buying decisions carry risk

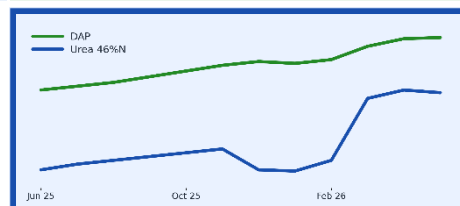
TIMING

A good price still needs product available at the right time

EFFICIENCY

Every kilo of nutrient must work harder for margin and environment

The UK fertiliser market is operating with a much thinner safety margin than in the past. UK volumes have reduced over the last decade, import reliance remains high, and global events continue to affect energy, shipping and product availability.



Price volatility: Nitrogen, ANS and Phosphate fertiliser prices can move quickly due to energy costs, currency, global conflict, shipping disruption and seasonal demand. Farmers are trying to decide whether to buy early for security or wait in the hope of a better market.

Availability and supply risk: The question is not only “what is the price?” but also “will the product be there when I need it?” Supply disruption, import dependency and tight manufacturing capacity can all affect spring availability.

Crop margin pressure: Fertiliser is one of the largest variable costs on many farms. Cutting rates may save money immediately, but the wrong cut can reduce yield, quality and total margin.

Environmental scrutiny: Farmers are under pressure to reduce nutrient losses, plastic waste, carbon footprint and unnecessary field operations while still producing profitable crops.

Practical workload: Labour, machinery, storage, calibration, spreading windows and weather all influence whether a fertiliser plan actually works in practice.

The risk	The reward
<p>Cutting back too hard can cost more in yield and crop quality than it saves in fertiliser.</p> <p>Buying badly can also tie up cash, increase storage pressure or leave product applied inefficiently.</p>	<p>The reward comes from planning: soil testing, realistic yield targets, correct product choice, accurate application, good timing and lower waste.</p> <p>Used well, fertiliser remains one of the strongest tools for protecting crop gross margin.</p>

The farms best placed this season will not simply be those chasing the cheapest price.

They will be the farms that plan early, secure sensible cover, apply accurately and turn every kilo of nutrient into crop output.

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Ask your local **PAYNE** representative today.

www.paynecropnutrition.co.uk





OSR Starter Fertiliser

This Season's Reality

- Fertiliser prices remain **high and fast-moving, availability on farm is key**
- Every hectare must deliver **maximum return**
- OSR establishment is critical — **you only get one chance**

The right nutrition strategy at drilling sets the yield.

Why This Matters for OSR

OSR yield is driven by:

- Early establishment
- Root development
- Nutrient availability in the first 6–8 weeks

Get it right early = higher final yield

A Smarter Strategy for 2026

Instead of:

“What’s the cheapest fertiliser?”

Ask:

“What gives me the best return per hectare?”

Our Recommendation

For best results this autumn; Combine:

- **A base fertiliser (NPK or straight) PLUS**
- **A starter or bio stimulant technology**

This delivers:

- Faster emergence
- Stronger roots
- Better nutrient efficiency
- More consistent yields

Key Reminder

- OSR is highly sensitive to early nutrition
- Dry soils reduce nutrient uptake
- Poor starts = lost yield that cannot be recovered, susceptible to winter stress

Your Fertiliser Options for OSR

1. Traditional Approach – Straight Fertiliser

e.g.: DAP, Ammonium Nitrate

- ✓ Lower upfront cost
- ✓ Simple and familiar

Consider:

- Nutrient losses (especially nitrogen)
- Slower early crop response
- Less efficient in dry autumn soils

2. NPK Bespoke Fertilisers

(Balanced Nutrition)

e.g.: NPK mixes applied at drilling

- ✓ Correct amount of nutrients delivered to field
- ✓ Improved early rooting and vigour
- ✓ Better nutrient availability vs standard blends

A solid, reliable option for consistent establishment and continued growth

3. Microgranular Starters (High Efficiency)

Applied in the seedbed at drilling

- ✓ Rapid early root development
- ✓ Stronger early vigour
- ✓ Highly efficient use of phosphate

Ideal for:

- Dry soils
- Early drilling
- Maximising early growth

4. Bio stimulant Technology

(The Smart Upgrade)

- ✓ Improves nutrient uptake
- ✓ Stimulates root growth
- ✓ Helps crops cope with stress (cold, dry, pressure)
- ✓ Enhances return on fertiliser investment

*Works **alongside your fertiliser programme***

Planting OSR this summer or autumn?

Speak to your Payne representative about starter fertiliser & bespoke NPK options

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