Potassium improves your Crop Quality

Potassium (K) is an essential plant macronutrient that is taken up by crops from the soil. Potassium has been described as the 'quality element', ensuring optimum quality of agricultural produce, lowering production costs and reducing the risk of rejection when the produce is offered for sale. Potassium impacts agricultural produce at many levels as shown below.



EXTERNAL LEVEL

• IMPROVES APPEARANCE size, shape, gloss and color

• IMPROVES FEEL

firmness, texture and peel thickness

 REDUCES DEFECTS cracks, creases, marks and flaws

INTERNAL LEVEI

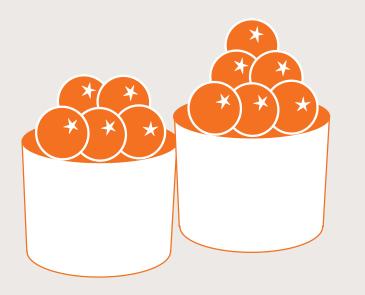
• IMPROVES TASTE

sweetness, bitterness, sourness, saltiness and juice content

• IMPROVES TEXTURE

tenderness, firmness, crispness, crunchiness, chewiness and fibrousness

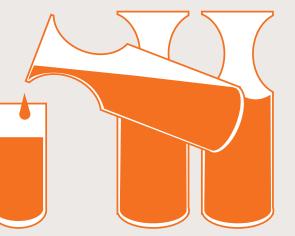
HIDDEN LEVEL



• IMPROVES STORAGE AND SHELF LIFE

by reducing water loss and decay, discoloration, bruising and other mechanical injury, wilting and texture changes

You App flickr®



• IMPROVES **PROCESSING QUALITY**



• IMPROVES NUTRITIVE VALUE

content of sugars, proteins, starch, soluble solids, vitamins and minerals

INTERNATIONAL POTASH INSTITUTE

IPI is a non-governmental and non-profit organisation with its headquarters in Horgen, Switzerland. Founded in 1952 by German and French potash producers, it is now supported by producers in Europe and the Near East. IPI carries out the major part of its work through a network of Coordinators that work closely with researchers, government offices, extension and agribusiness. IPI's mission is to develop and promote balanced fertilization for the production of higher yields and more nutritious food, together with ensuring sustainability of production through conservation of soil fertility for future generations.

www.ipipotash.org