

# 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.



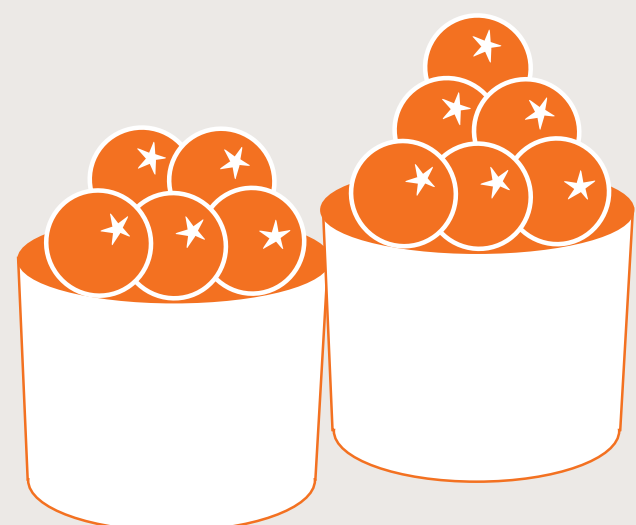
## EXTERNAL LEVEL

- + **IMPROVES APPEARANCE**  
size, shape, gloss and color
- + **IMPROVES FEEL**  
firmness, texture and peel thickness
- **REDUCES DEFECTS**  
cracks, creases, marks and flaws

## INTERNAL LEVEL

- + **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



- + **IMPROVES PROCESSING QUALITY**



- + **IMPROVES NUTRITIVE VALUE**  
content of sugars, proteins, starch, soluble solids, vitamins and minerals

