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For Immediate Release

## **SFP Introduces the Fertilizer Efficiency Network (FEN)** *Yield Signs 4 Success charitable program also debuts at June 8 launch event*

Leawood, Kan. (June 8, 2011) — A gathering of community and agricultural-industry neighbors helped kick off SFP's new Fertilizer Efficiency Network (FEN) June 8. This mobile technology unit will travel America's roadways to share news and research on the importance of fertilizer efficiency.

The state-of-the-art mobile information platform also will help SFP promote its Yield Signs 4 Success charitable program, which benefits four agricultural-based organizations.

The FEN unit will travel an estimated 10,000 miles in the coming months, stopping at farm communities, agricultural events and research plots to share the latest news about fertilizer efficiency and nutrient management. Its first appearance will be June 15, 2011, in Saratoga, Minn.

When touring the FEN, visitors will come face-to-face with fertilizer efficiency news and research, including data from SFP's AVAIL<sup>®</sup> Phosphorus Fertilizer Enhancer and NutriSphere-N<sup>®</sup> Nitrogen Fertilizer Manager. Within the unit, interactive displays will feature plant root comparisons, grower testimonials and a kiosk to find nearby SFP dealers.

"SFP is excited to bring the FEN unit to towns across the U.S.A. so growers can experience this hands-on mobile unit," said Jake Sanders, SFP Vice President, Market Development. "FEN visitors will gain insight and knowledge from SFP on their own fertilizer management programs."

### **Yield Signs 4 Success – FEN's charitable arm**

To help celebrate the FEN launch, SFP donated \$5,000 each to four agricultural-based organizations — Farm Safety 4 Just Kids, 4-H, the National FFA Foundation and the Royal Scholars (a part of the American Royal Association) — as part of the Yield Signs 4 Success program. Additionally, SFP will give \$1 per mile travelled by the FEN (through Oct. 31, 2011) to the organization receiving the most online votes at [www.FENtour.com](http://www.FENtour.com).

"SFP is honored to recognize four organizations that help educate and promote agriculture through their activities, memberships and scholarships," Sanders said. "We look forward to following the Yield Signs 4 Success voting progress on the FEN unit's blog this summer to see which of the four organizations will receive a second donation."

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Additionally, the FEN news desk will host various media interviews, allowing visitors to see first-hand testimonials from fellow growers and “News from the Field” that is tailored to communities on the unit’s tour route.

To follow the SFP FEN summer tour blog, to learn more about SFP, AVAIL and NutriSphere-N, and to vote in the 2011 Yield Signs 4 Success program, visit [www.FENtour.com](http://www.FENtour.com).

**About SFP**

*Headquartered in Leawood, Kan., SFP is an innovative agricultural company that has developed a line of revolutionary products to improve fertilizer efficiency. The company’s flagship products, AVAIL<sup>®</sup> Phosphorus Fertilizer Enhancer and NutriSphere-N<sup>®</sup> Nitrogen Fertilizer Manager, are designed to be added to a farmer’s existing fertilizer to improve availability of the nutrients. The company operates management, research, and manufacturing facilities in Kansas, Illinois and Ohio and has relationships with key distributors throughout the United States. In addition to domestic operations, SFP’s international distribution includes Canada, United Kingdom, New Zealand and the Philippines. For more information on SFP and its products, visit [www.sfp.com](http://www.sfp.com).*

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## SFP Fertilizer Efficiency Network (FEN) Frequently Asked Questions

### ***What is the SFP FEN?***

SFP's Fertilizer Efficiency Network (FEN) is a mobile information-sharing unit that will tour the country during summer 2011, stopping at farm communities, agricultural events and research plots to spread the latest news about fertilizer efficiency.

### ***What is inside the FEN unit?***

The FEN unit features fertilizer efficiency news and the latest research and data from SFP's AVAIL<sup>®</sup> Phosphorus Fertilizer Enhancer and NutriSphere-N<sup>®</sup> Nitrogen Fertilizer Manager. Visitors will be able to view live plant roots treated with fertilizer efficiency products, review regionally specific fertilizer efficiency data and find an SFP dealer in their area via interactive modules built into the unit.

### ***Where is the FEN unit going?***

The FEN unit will travel to numerous communities and major summer farm shows over the coming months. Visit [www.FENtour.com](http://www.FENtour.com) to follow the FEN and to read "Postcards from the Road" blog entries, which will detail the various activities and events in which the unit will participate. The FEN summer tour kicks off with a June 15, 2011, appearance at the CentraSota Field Day in Saratoga, Minn. A complete list of event appearances can be found at [www.FENtour.com](http://www.FENtour.com).

### ***What will visitors learn from visiting the FEN unit?***

SFP's FEN offers growers important information and a unique educational experience in fertilizer efficiency. The FEN unit will bring the science behind fertilizer efficiency to Hometown, U.S.A. via this hands-on mobile technology unit. It will provide fertilizer-efficiency information and research that will help growers monitor their crops' performance.

### ***How is the FEN unit getting to different locations?***

A dedicated FEN team will drive the unit to and from various farm communities, agricultural events and research plots where growers are gathering to learn more about fertilizer efficiency and management for their own farms.

### ***What is the Yield Signs 4 Success program?***

The Yield Signs 4 Success (YS4S) program is the charitable arm of the SFP FEN. SFP selected four agricultural-based organizations (Farm Safety 4 Just Kids, 4-H, National FFA Foundation and the Royal Scholars of the American Royal Association) and donated \$5,000 to each of them to help celebrate the FEN's launch. Visitors to [www.FENtour.com](http://www.FENtour.com) will be able to vote for their favorite of the four organizations, and the organization with the most votes as of Oct. 31, 2011, will earn a second donation from SFP — one determined by \$1 for every mile the FEN travels during its summer tour.

***How can I vote in the YS4S program?***

Voters can visit [www.FENtour.com](http://www.FENtour.com) to vote (one vote per computer). While there, visitors will learn where the FEN unit is traveling and what events are upcoming via blog entries and schedule postings.

***What is AVAIL?***

AVAIL<sup>®</sup> Phosphorus Fertilizer Enhancer is uniquely formulated to reduce phosphorus fixation in the soil. AVAIL can increase the availability of applied P fertilizer regardless of how or when it is applied, offering growers both flexibility and added assurance of P efficiency.

***What is NutriSphere-N?***

NutriSphere-N<sup>®</sup> Nitrogen Fertilizer Manager continuously protects and stabilizes applied N fertilizer — liquid or dry — regardless of application timing, offering growers both flexibility and the most advanced protection against three types of loss – leaching, volatilization and denitrification.

***Who is SFP?***

SFP is a research and development company dedicated to providing new solutions to age-old fertilizer efficiency problems. It is headquartered in Leawood, Kan. SFP operates management, research and manufacturing facilities in Kansas, Illinois and Ohio and has relationships with key distributors throughout the United States. The company's international distribution includes Canada, the United Kingdom, New Zealand, the Philippines and Zambia.

***Where can I learn more about the FEN unit or SFP?***

Visit [www.FENtour.com](http://www.FENtour.com) to follow the SFP FEN blog and to vote in the YS4S program. For more information on SFP and its products, visit [www.sfp.com](http://www.sfp.com).

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# Cast your vote!

*SFP recognizes four organizations for yielding success in the world of agricultural education and safety*

To kick off the SFP Fertilizer Efficiency Network (FEN) summer tour on June 8, 2011, SFP presented \$5,000 to each of the four agricultural-based organizations listed below as part of its Yield Signs 4 Success program. SFP recognized each of these organizations for their ongoing commitment to agricultural education and safety.

Now, visitors to the SFP FEN website – [www.FENtour.com](http://www.FENtour.com) – can cast their votes to see which of the four organizations will receive a second donation – \$1 for every mile the FEN travels this year. Wrapping up on Oct. 31, 2011, the leading vote getter will receive the final donation as the Yield Signs 4 Success program culminates.



## Farm Safety



**Farm Safety 4 Just Kids** has a mission to increase public awareness and understanding of the hazards to children on the farm. It provides individuals, families and communities with educational opportunities and resources to make their farms safe and healthy environments. Farm Safety 4 Just Kids motivates and empowers individuals, farm families and communities to make positive changes regarding farm safety and health issues.

## PROUD TO SUPPORT FFA



**The National FFA Foundation** serves as a supporting arm for the National FFA Organization and various agricultural education-related organizations, which are members of the National Council for Agricultural Education. In doing so, the National FFA Foundation makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.



**4-H** is a positive youth development organization that empowers young people to reach their full potential. A vast community of more than 6 million youth and adults working together for positive change, 4-H enables America's youth to emerge as leaders through hands-on learning, research-based 4-H youth programs and adult mentorship, in order to give back to their local communities. 4-H is the youth development organization program of our nation's Cooperative Extension System.



**The Royal Scholarship Program** (a part of the American Royal Association) is designed to provide an opportunity for outstanding college students to become advocates of agriculture, leadership and the American Royal. Applicants are carefully selected to become members of this elite group of future leaders. In recognition of the outstanding achievements of the Royal Scholars and their continuing advocacy of agriculture and agrarian values, the American Royal Association awards a \$2,500 scholarship to each student selected.

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## **About SFP**

SFP was established in 1998 by Larry Sanders, Ph.D., who developed a unique technology to maximize plant nutrient efficiencies. Led by Dr. Sanders, president and chief executive officer, and John Hardy, executive vice president, SFP has emerged as a leading innovator in the agricultural industry.

By developing products such as AVAIL® Phosphorus Fertilizer Enhancer and NutriSphere-N® Nitrogen Fertilizer Manager, SFP continues to support the ultimate goal of increasing crop yields and providing the grower greater return on fertilizer investment.

- World Headquarters: Leawood, Kan.
- SFP holds more than 60 patents, domestic and international
- U.S. distributor network: The Andersons Inc.; J.R. Simplot Co.; Southern States Cooperative; and United Suppliers Inc.
- International distribution: Canada; Holland; New Zealand; the Philippines; the United Kingdom; Zambia

### **SFP product research conducted by the following U.S. universities:**

- University of Arizona
- University of Arkansas
- Auburn University
- University of California
- Clemson University
- University of Delaware
- University of Georgia
- University of Idaho
- University of Illinois
- Kansas State University
- University of Kentucky
- University of Maryland
- University of Minnesota
- Mississippi State University
- University of Missouri
- Montana State University
- North Carolina State University
- North Dakota State University
- Ohio State University
- Oklahoma State University
- South Dakota State University
- University of Tennessee
- Texas A&M University
- Texas Tech University
- Virginia Polytechnic Institute
- Virginia State University
- Washington State University
- University of Wisconsin

### **SFP product research conducted by the following U.S. third parties:**

- Bambauer Fertilizer & Seed, Inc., Logan County, Ohio
- Buckeye Ag Testing, LLC., Troy, Ohio
- California Tomato Growers Association, Sacramento, Calif.
- Country Partners Co-op, Albion, Neb.
- Daylight Farm Supply, Inc., Evansville, Ind.
- Mettler Fertilizer, Freeman, S.D.
- Heartland Technology, Fishers, Ind.
- Holden Consulting, Oxnard, Calif.
- New Era Ag, Berne, Ind.
- Twin States, Davenport, Iowa

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## **SFP Product Overview**

SFP's products were developed on the concept that plants have the potential to be healthier and more productive when essential nutrients are made available. Utilizing the fundamentals of soil chemistry, SFP developed two products that overcome the long-standing challenges of phosphate fixation and nitrogen volatilization, denitrification and leaching.



### **AVAIL® Phosphorus Fertilizer Enhancer**

- As much as 75 to 95 percent of applied phosphorus fertilizer gets fixed in the soil, making it unavailable for plant use. AVAIL is a phosphorus fertilizer enhancer uniquely formulated to reduce phosphorus fixation in the soil
- AVAIL can increase the availability of applied phosphorus fertilizer regardless of how or when it is applied, offering growers both flexibility and added assurance of phosphorus efficiency
- Used on more than 24 million acres\* — and a variety of crops — proves that AVAIL helps protect growers' phosphorus fertilizer investment by shielding applied phosphorus from elements that tie it up and make it unavailable to the growing plant.
- AVAIL is available in two forms: AVAIL Granular for granular phosphorus fertilizer applications and AVAIL Liquid for liquid phosphorus fertilizer



### **NutriSphere-N® Nitrogen Fertilizer Manager**

- Up to 50 percent of applied nitrogen can be lost to leaching, volatilization and denitrification. NutriSphere-N provides the most advanced, continuous protection and stabilization of applied nitrogen, insuring growers' fertilizer investment
- NutriSphere-N continuously protects and stabilizes applied nitrogen fertilizer — liquid or dry — regardless of application timing; offering growers both flexibility and the most advanced protection against the three main types of loss – volatilization, denitrification and leaching
- Research on a variety of crops over millions of acres has proven NutriSphere-N helps protect applied nitrogen against volatilization, denitrification and leaching
- NutriSphere-N is available in NutriSphere-N Quick Dry and NutriSphere-N Quick Dry Orange all for Granular Nitrogen Fertilizers and NutriSphere-N for Liquid Nitrogen Fertilizer

## **Contact Information**

For more information about SFP and its line of fertilizer enhancement products, call 1-888-446-GROW (4769) or visit [www.sfp.com](http://www.sfp.com).

\*Data on file, SFP

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