

THE ATLAS EXPERIENCE
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IFA INDONESIA SEMINAR
ON SUSTAINABLE
FERTILIZER MANAGEMENT

APRIL 23, 2014



ATLAS FERTILIZER CORPORATION
THE CROP-SPECIFIC SITE SPECIFIC FERTILIZER COMPANY



ATLAS FERTILIZER CORPORATION

- **Oldest existing NPK-NP-NK fertilizer manufacturing and distribution company in the Philippines**
- **Controls minimum 42% of the DOMESTIC NPK-NP-NK market**
- **Member of the SOJITZ Fertilizer Group, Tokyo, Japan**
- **Sister companies are the Thai Central Chemical Corporation (TCCC) of Thailand and Japan Vietnam Fertilizer Co. (JVF) of Vietnam**
- **Will be celebrating 57 years of CULTIVATING LIFE & ENHANCING THE SOIL by October 10, 2014**



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PHILIPPINE INORGANIC FERTILIZER MARKET

FERTILIZER GRADES	VOLUME (in MT)
Urea	850,000
Ammonium Sulfate	370,000
14-14-14	351,000
16-20-0	192,000
NON-TRADS	137,000
DAP	12,000
0-0-60	98,000
TOTAL	2,010,000



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MAJOR PHILIPPINE CROPS

CROPS	AREA (hectares)
Rice	4.04 M
Corn	2.66 M
Coconut	3.0 M
Sugarcane	0.39 M
Tobacco	0.04 M
Banana	0.40 M



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OTHER FACTS ABOUT PHILIPPINE AGRICULTURE

- Main crop is RICE & CORN
- Average land holdings for Rice and Corn farmers are 1 – 2 hectares
- NPK Nutrient usage ratio: 1: 0.26: 0.21
- Generally, farmers for the past **35** years are using urea (46-0-0), ammonium sulphate (21-0-0), 14-14-14, ammonium phosphate (16-20-0) and don't have balanced fertilization
- CREDIT Facilities for farmers are generally privately provided at minimum of 3% monthly interest
- Fertilizers are all imported



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STORY OF HOW ATLAS FERTILIZER CORPORATION SUCCESSFULLY IMPLEMENTED THE CONCEPTS OF SITE SPECIFIC NUTRIENT MANAGEMENT TO THE AGRIPRENEURS



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FERTILIZER BEST MANAGEMENT PRACTICES
ATLAS EXPERIENCE

1. ORGANIZATION
2. TECHNICAL SUPPORT
3. HOLISTIC “CHAMPION” APPROACH



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FERTILIZER BEST MANAGEMENT PRACTICES
ATLAS EXPERIENCE

ORGANIZATION

1. Mindset

- Commitment to the vision, providing fertilization technologies that will assure consistency of profitability in agribusiness
- Empowering the farmer/agripreneurs
- Innovativeness so that agribusiness is profitable
- Corporate social responsibility to educate agripreneurs is a financial asset
- Not just higher fertilizer sales



FERTILIZER BEST MANAGEMENT PRACTICES

ATLAS EXPERIENCE

ORGANIZATION

2. Technically Competent

- Agronomists must be appropriately trained in the correct and updated concepts of fertilizer application

ex.: Transplanted hybrid rice (Wet Season)

- Basal (0-14 DAT): Apply 30%N, 100%P₂O₅, 50%K₂O
- Tillering (20-25 DAT): Apply 35%N
- Before PI (30-35 DAT): Apply 35%N, 50%K₂O
- Flowering (55-60 DAT): Apply additional 10%N

(optional during dry season only)

Note: Basal N should not be >30 kg

If K₂O requirement is > 40 kg, splitting is recommended



FERTILIZER BEST MANAGEMENT PRACTICES

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ORGANIZATION

3. Field-Based Approach

- Agronomists make use of various field-based “Gimmicks” to lure agripreneurs to attend information dissemination coupled with account servicing (one-on-one sessions):

- ❖ Lecture sessions
- ❖ Field trials
- ❖ Demonstration farms
- ❖ Harvest festivals
- ❖ Free snacks/lunches with raffles
- ❖ Coffee sessions
- ❖ Comics
- ❖ Radio/Television spots





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4. Networking with Synergistic

Companies/Entities/COMPETITORS

- Seed Producers/Chemicals Distributors/Feeds/Local Government Agriculturists/Integrated Agricultural Research Centers/Government Institutions
- To reduce information dissemination costs, tie-ups (formal/informal) are made with Chemicals/Seed & Producers, etc, in the conduct of field activities
- **Complementation instead of competition**



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5. P A T I E N C E

-- 3 YEARS TO TEACH A
RICE & CORN FARMER

-- GROWTH IS GEOMETRIC



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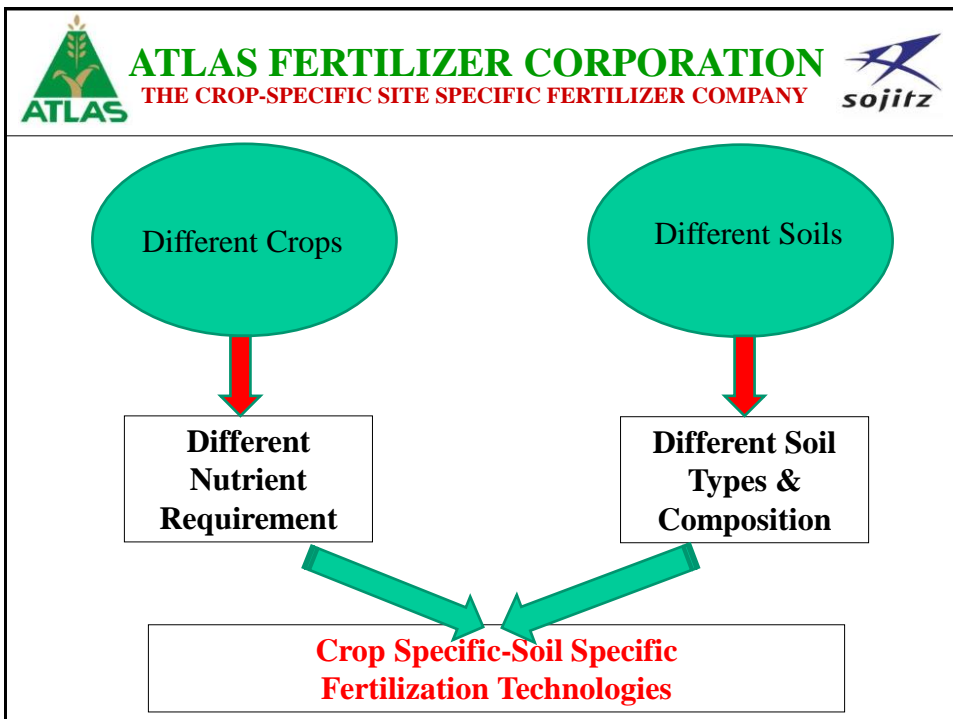
**TECHNICAL SUPPORT/ KNOWLEDGE -- CROP
EXPERTS**

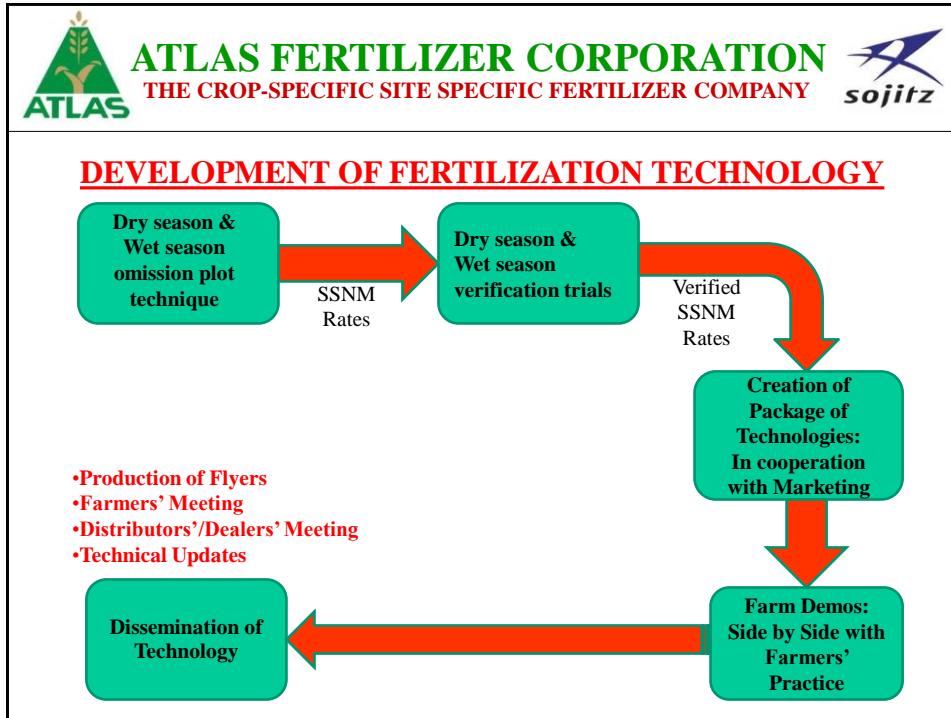
RICE

INTERNATIONAL RICE RESEARCH INSTITUTE (IRRI) WAS THERE TO PROVIDE THE NECESSARY TECHNICAL SUPPORT / KNOWLEDGE together with PHILRICE / RIARCS

CORN

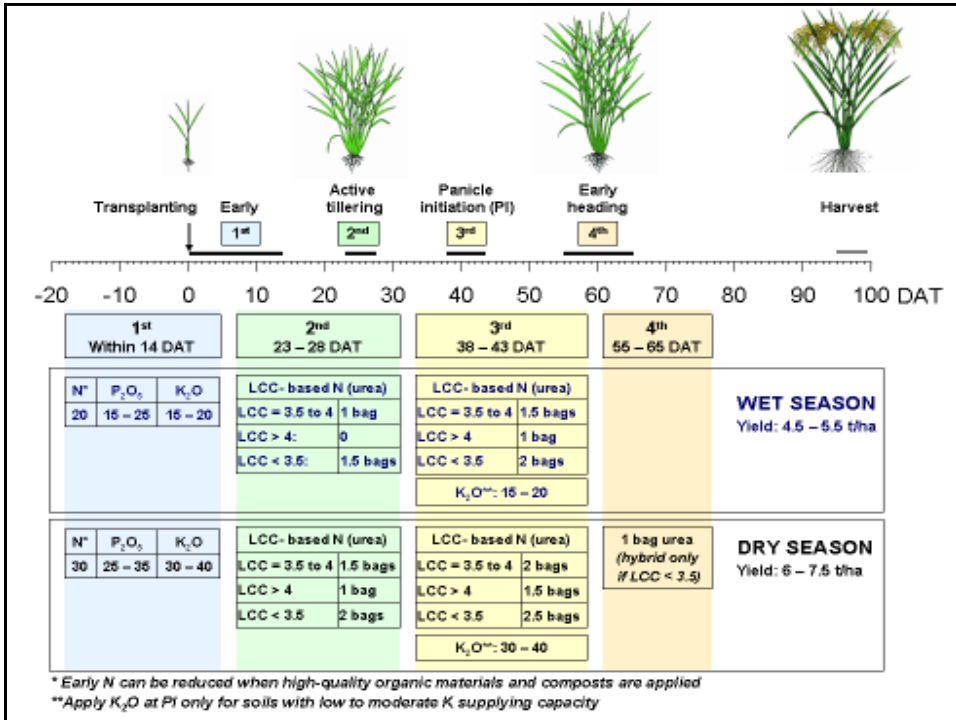
CORN DA-BAR GROUP WITH INTERNATIONAL PLANT NUTRITION INSTITUTE (IPNI)

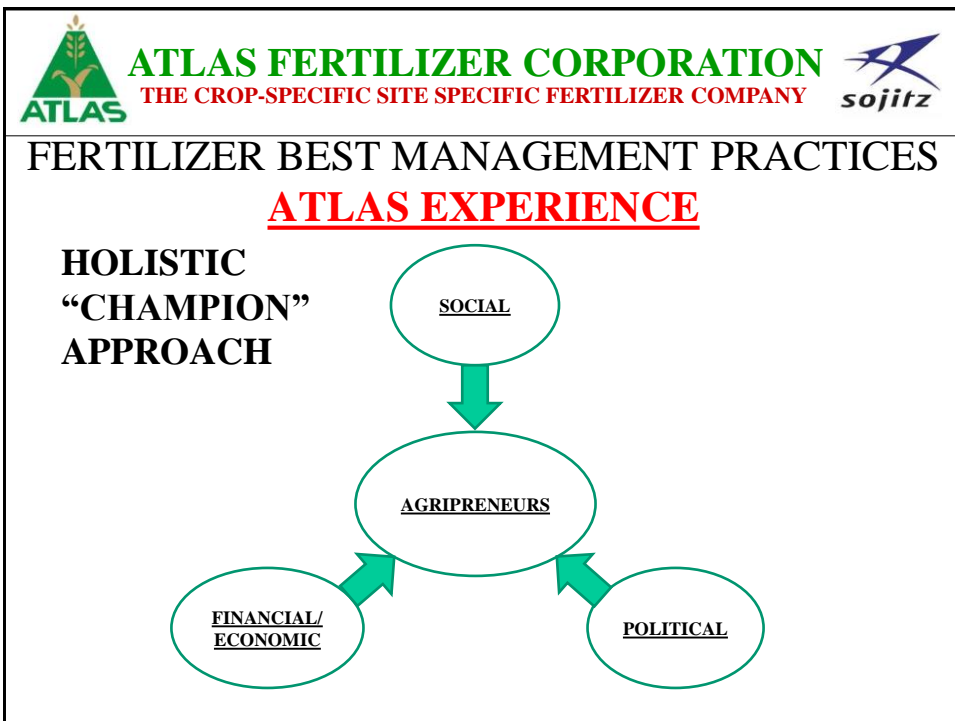




PRODUCTIVE RELATIONSHIP WITH IRRI

- Relationship started in 2004
- IRRI introduced to AFC the principles of SSNM (Site Specific Nutrient Management)
- IRRI provided the technology while AFC provided the field delivery
- Started manual THEN LAPTOPS now using IVR / cellphones







FERTILIZER BEST MANAGEMENT PRACTICES

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HOLISTIC “CHAMPION” APPROACH

SOCIAL:

- Kinship
- Financiers
- Progressive farmers/cooperators
- Big landowners
- Cooperatives/irrigation organizations
- Planters associations



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HOLISTIC “CHAMPION” APPROACH

FINANCIAL/ECONOMIC:

- Local financiers
- Distribution network (distributors/dealers)
- Grains traders
- Financial institutions (Rural Banks/ governmental institutions)



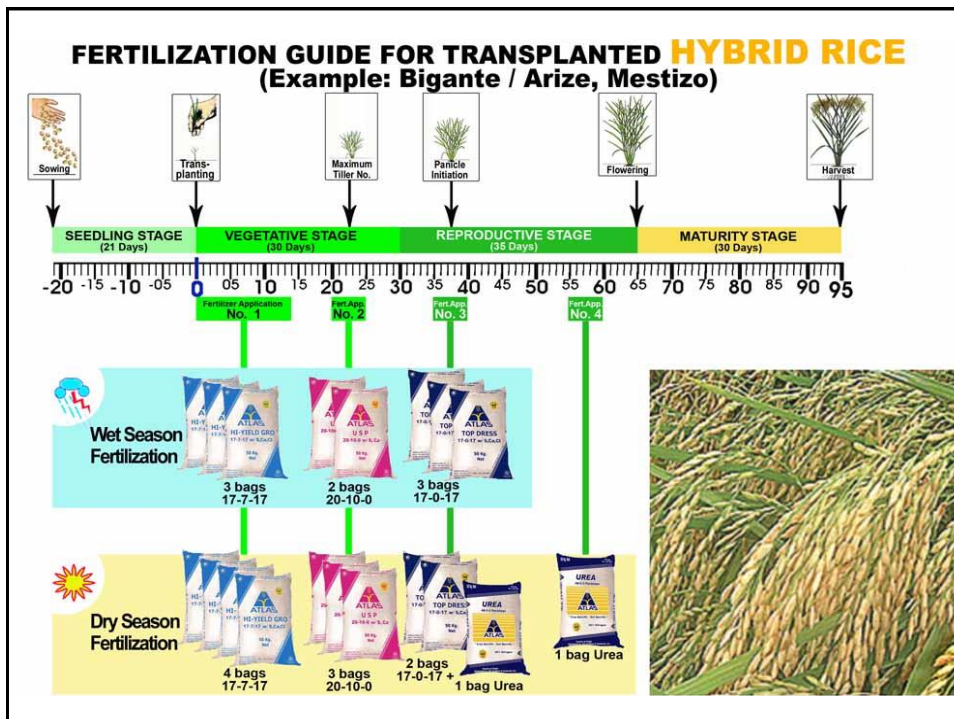
FERTILIZER BEST MANAGEMENT PRACTICES

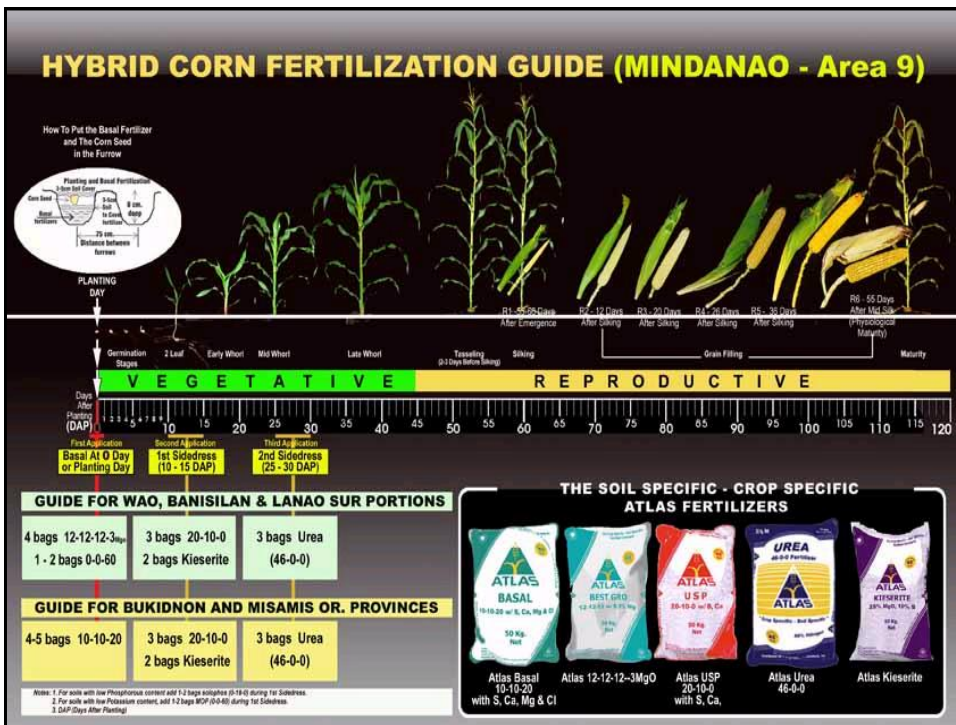
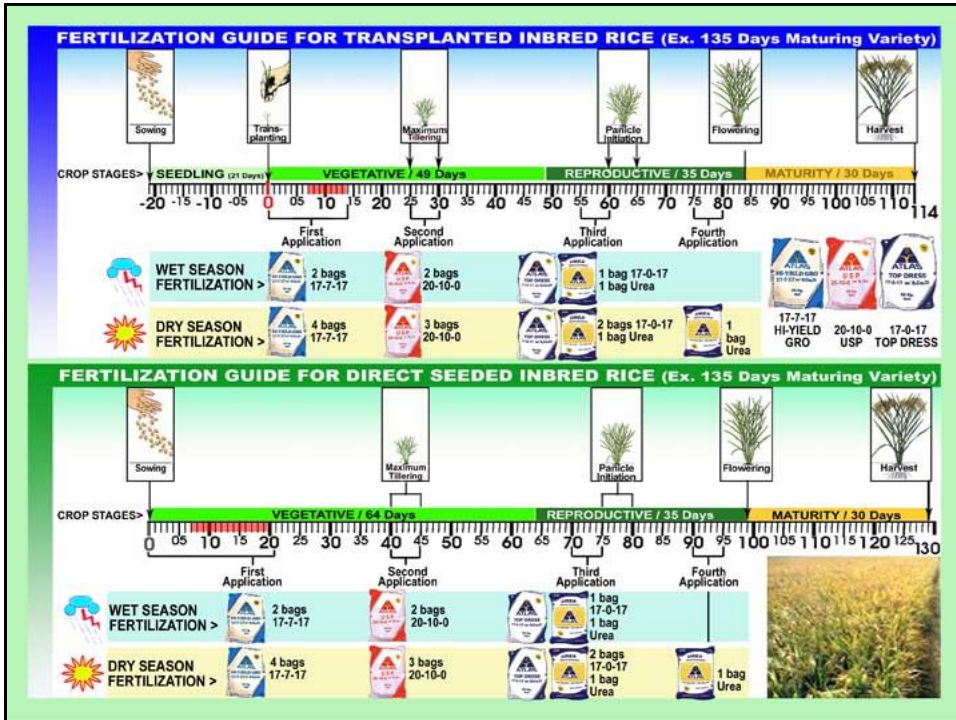
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HOLISTIC “CHAMPION” APPROACH

POLITICAL:

- Government agricultural programs:
 - National (i.e. hybrid rice/ bio-fuels)
 - Local (i.e. food sufficiency)
- Funding Programs
 - Credit facilities







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*WE CONSIDERED OUR APPROACH AS AN
ASSET RATHER AS AN EXPENSE AS IT
PROMOTES AWARENESS FOR A PROFITABLE
AGRICULTURE*