

Fertilizing Crops to Improve Human Health

Zn

1/3 of the world's population is deficient in zinc

Malnutrition leads to stunted growth, muscle wastage and deficiencies of vitamin A and zinc causing
45%
of child deaths
- 3.1 million deaths annually.

2 BILLION
people worldwide are zinc deficient

800,000
people die each year from diseases due to prevalence of zinc deficiency

450,000
are children under the age of five

Zinc and vitamin A were identified as the

#1

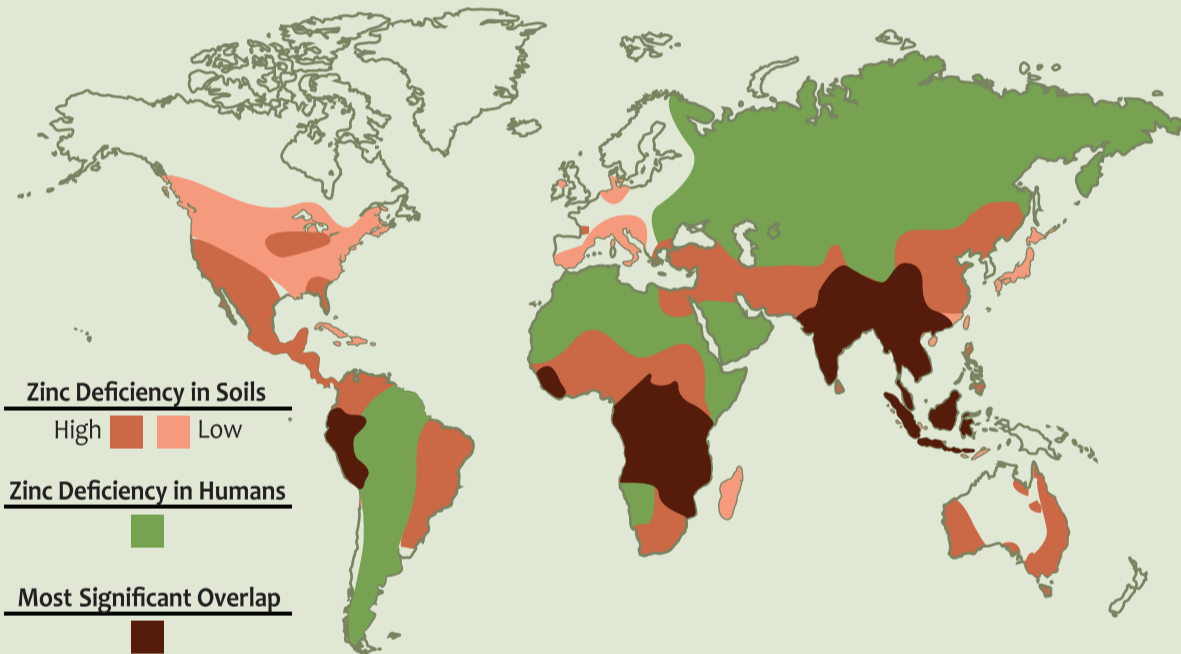
most cost-effective solution to malnutrition.

"Zinc is a life-saving commodity"
- Ban Ki-moon UN Secretary-General

Zinc deficiency is a global problem, affecting both people and plants

Zinc deficiency in soils impacts food and nutritional security leading to severe health consequences.

Zinc deficiency: the global picture



India has one of the highest rates of zinc deficiencies in soils and people

50%

of Indian soils are zinc deficient, rising to 63% by 2025 if nothing is done.

Lack of zinc is contributing to cases of diarrhea in India, which account for 25% of global diarrhea deaths amongst children under 5

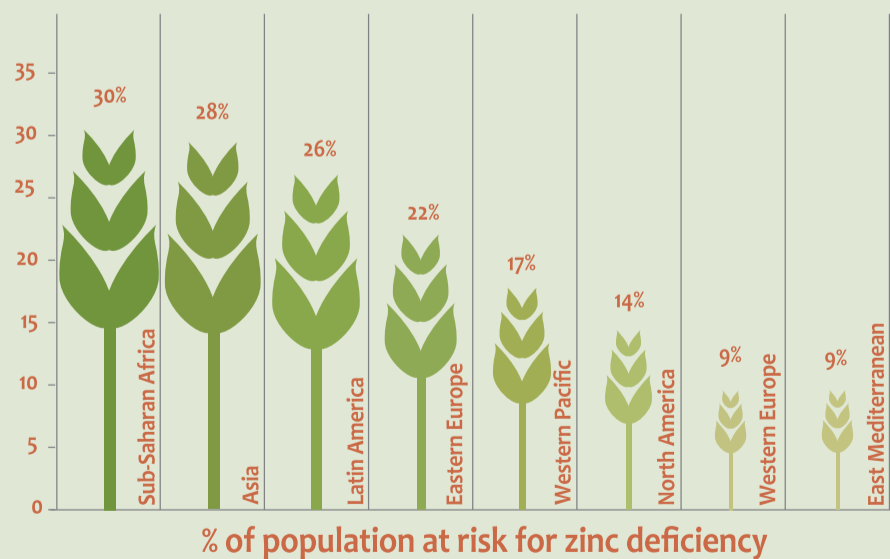


Enriching rice and wheat grain with zinc could save the lives of around 48,000 Indian children per year



Turkey has used zinc to increase crop yields and improve health

Zinc is deficient in 50% of the world's agricultural soils and is recognized as the world's most critical micronutrient deficiency in crops



70% of daily calorie intake in most developing countries comes from staple crops, which are typically low in zinc.

The economic uplift of applying zinc-fertilizers in Turkey is around **US\$100 million** per year

In Central Anatolia, Turkey, the application of zinc fertilizers resulted in impressive increases in crop yield, and contributes greatly to alleviation of zinc deficiency incidence in the local population.

Zinc fertilization is a simple, affordable and sustainable solution to raise crop yields and farmer incomes, and save the lives of children.

