



PRESS RELEASE

Ben Jordan strengthens Origin Fertilisers nutrition agronomy team in Yorkshire, Lincolnshire and the Midlands

Ben Jordan has joined the team of dedicated in-house nutrition agronomists at Origin Fertilisers, taking on an area covering Lincolnshire, East Yorkshire and the Midlands.

His appointment is part of Origin's recent investment to add depth to its team of young nutrition agronomists, with three new recruits having previous practical farming experience. The role of Origin's nutrition agronomists is providing crop and soil nutrition advice to help farmers get the best from any fertiliser applications.

Mr Jordan's background is in arable farming and after studying for a BSc (Hons) in Agriculture at Hartpury University, his education and subsequent dissertation ignited a passion for soil health and how yield is directly impacted by poor nutrition.

"I have a passionate interest in the soil and how everything links back to getting nutrition right regardless of the cultivation or drilling strategy employed. I believe it is more important than ever to focus on correct nutrition and look after the soil for the future.

"My practical experience involved several years of driving tracked tractors pulling heavy-tillage cultivators, which is where my fascination with the soil and how we use it began. It is essential for farmers and growers to know what is going on beneath the surface to make the most of any crop nutrition application."

Mr Jordan, who is currently studying for his FACTS qualification, cited one of the main reasons for joining Origin was the breadth of their product range, that focusses on more than just fertiliser for arable crops.

"I like the variety of working with everything from broadacre fertiliser and tailored nutrition approaches through to digestate and grassland products. I want to help farmers through my knowledge to produce a higher yielding, nutritionally rich crop, that also benefits the soil," he concludes.

ENDS

21 March 2022



Picture: Ben Jordan

Caption: Ben Jordan's recent appointment will see him taking on an area covering Lincolnshire, East Yorkshire and the Midlands

Notes to editors:

- Origin Fertilisers is a national manufacturer and distributor of fertiliser with 12 production facilities across Great Britain and headquarters in Royston, Hertfordshire.
- Origin has over 15,000 products to help arable and grassland farmers make better use of fertiliser – both financially and environmentally – by using targeted prescription fertilisers to improve soil fertility and crop productivity. Targeted nutrition (with a known carbon footprint) can have a significant impact on helping farming reach sustainability goals.
- A team of regional in-house nutrition agronomists offer practical advice to growers on ways to improve their crop nutrition and fertiliser usage.

Contacts:

Ben Jordan

Nutrition agronomist, Origin Fertilisers

ben.jordan@originfertilisers.co.uk

Issued by:

Edd Mowbray

Agribusiness Communications

edd@abccomms.co.uk

07534 650401