

Imagine if the grass really was greener on the other side.

PURIFY | PROTECT | ENHANCE

Customer success story.

Customer: Valley Agronomics

Product: Nuchar® AG

Application: Grass seed farming

Ingevity provides products and technologies that purify, protect, and enhance the world around us. Through a team of talented and experienced people, we develop, manufacture and bring to market solutions that help customers solve complex problems and make the world more sustainable. We operate in two reporting segments: Performance Chemicals, which includes specialty chemicals and engineered polymers; and Performance Materials, which includes high-performance activated carbon. These products are used in a variety of demanding applications, including asphalt paving, oil exploration and production, agrochemicals, adhesives, lubricants, publication inks, coatings, elastomers, bioplastics and automotive components that reduce gasoline vapor emissions. Headquartered in North Charleston, South Carolina, Ingevity operates from 25 locations around the world and employs approximately 1,750 people. The company is traded on the New York Stock Exchange (NYSE: NGVT). For more information visit www.ingevity.com.

Ingevity
Amy Chiconas
4920 O'Hear Avenue
Suite 400
North Charleston, SC 29405
amy.chiconas@ingevity.com
843 746 8197
ingevity.com



Nuchar® AG is an activated carbon technology tailored to treat soil used in grass farming. The superior capacity of Nuchar® AG to adsorb excess amounts of spray provides protection by keeping seedlings safe during planting, while the product's ability to stay in suspension longer leads to more efficient application, enhancing crop yield and health. This means farmers can count on optimal operations and a successful planting season, year after year. That's The Ingevity Effect.

Challenge

Large-scale growers of corn, wheat and soy can support massive investment in research and development of herbicides that offer weed protection without simultaneously damaging new seedlings as they take root. Alternatively, small-scale farms must rely on alternative crop protection techniques that involve an herbicide alongside an additional product to protect seedlings and promote optimal growth. For the last 15 years, Valley Agronomics, a service company based in the northwestern U.S., has trusted Nuchar AG in the herbicides they supply to farmers of tall fescue and perennial ryegrass to enable superior performing crop protection.

"Grass seed farmers have one planting and growing season each year - their one shot - to get it right, so they rely on us to provide expert-tested products to ensure maximum effectiveness," said Dennis Roth, vice president, west regional manager at Valley Agronomics. "Farming crews spraying formulas that use Nuchar AG experience faster, simpler application and these fields demonstrate up to 85%¹ less crop injury when compared with other activated carbons. Even one look at fields using our proprietary formulas that include Nuchar AG shows grass that is fuller and a more vibrant green than the rest."

Solution

Nuchar AG is a finely ground activated carbon selectively screened for the precise needs of the grass seed industry.

The benefits of Nuchar AG as part of herbicide formulations for grass seed farming across the U.S. have been known for the last 17 years. Valley Agronomics has leveraged the expertise of industry-respected Precision Agricultural Research for the last three years to test the efficacy of multiple activated carbons in the products they supply to farms across Oregon's Willamette Valley and beyond. Nuchar AG continues to outperform other activated carbons, helping Valley Agronomics remain a trusted supplier to their customers, and enabling farmers to nail the one shot they have each growing season, with far less stress.

Maximizing Value

- Nuchar AG's ability to stay in suspension longer than other activated carbon enables more uniform spray application in the field, saving farming crews valuable time.
- The optimal particle size of Nuchar carbons prevents clogging of equipment spray nozzles, mitigating the risk of a catastrophic mid-field clog.
- Nuchar AG is proven to adsorb excess amounts of herbicide during planting, which protects seedlings and further promotes higher crop yield and improved seed health.

¹ Oregon State University study, 2003