

Agrium Advanced Technologies Launches Square Foot Advantage Calculator



Source: www.TurfMagazine.com

Agrium Advanced Technologies (AAT) has launched the Square Foot Advantage calculator, an easy-to-use mobile-ready application designed to compare real-world data and the total cost-in-use of controlled-release fertilizers Driven By Duration vs. ordinary or conventional fertilizers.

Housed at www.drivenbyduration.com, AAT's Square Foot Advantage calculator compares variables including square footage, the number of times an area is fertilized each year, and the overhead cost (including product and labor rates) to determine the total cost-in-use of fertilization, both by square foot and by total area fertilized.

The calculator then goes a step further, comparing the same data with the cost and spread frequency of the same area using Spread it & Forget it, or Duration CR controlled-release fertilizers.

As an incentive to learn more about the true cost of fertilizing, AAT is offering a chance to win a Turfco T3000i Spreader/Sprayer to everyone who uses the Square Foot Advantage calculator between now and Jan. 31, 2013.

Compared to traditional fertilizers, controlled-release products can allow the typical turf professional to make fewer applications in a season, leaving crews more time to complete other tasks. Additionally, the same crews can perform more services for more customers on more properties, making them more productive, and more profitable.

Beyond simple labor economics, a controlled-release fertilizer like Spread it & Forget it or Duration CR offers turf many benefits traditional or ordinary fertilizers cannot. The technologically advanced polymer coating on each granule of Spread it & Forget it protects the nutrients inside, ensuring their release is activated by moisture and regulated by soil temperature, allowing a consistent feeding in coordination with the plant's growth

demands. In similar circumstances, traditional fertilizers release their nutrients through moisture contact, which can result in surge growth, and the loss of valuable nutrients to the groundwater, which is bad for the environment.