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**Nutrien Ag Solutions introduces N-FINITY to the U.S. crop market**

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[Nutrien Ag Solutions Inc.](#) has launched N-FINITY, an innovative nitrogen management solution that combines three modes of action that aims to increase the efficiency and availability of nitrogen for improved plant health and crop yields.

New to the Loveland Products shelf, N-FINITY leverages advanced biological technology to optimize nitrogen availability, assisting crops' ability to receive the essential nutrients required for optimal growth and yield.

N-FINITY's proprietary science is designed to improve nitrogen use efficiency in comparison to current marketplace offerings by:

- Enhancing the soil's ability to fix atmospheric nitrogen.
- Recruiting nitrogen-fixing bacteria into the root zone.
- Facilitating the liberation of nitrogen from soil organic pools.

N-FINITY has the potential to more efficiently manage plant available nitrogen and support farming practices by enhancing the effectiveness of nitrogen fertilizers traditionally used to boost annual crop productivity.

"We are excited to introduce N-FINITY to the U.S. market for use in the 2025 growing season," said Casey McDaniel, vice president of Loveland Products Inc. "This product represents an advancement for the industry, providing growers with a new tool to enhance on-farm nitrogen management and yield potential."

"N-FINITY has been extensively researched and field tested over the last several years, consistently demonstrating yield benefits resulting in a positive return for most growers," said Ron Calhoun, plant nutrition senior manager of Loveland Products. "Designed to enhance the soil's ability to fix, recruit and liberate nitrogen in the root zone, N-FINITY can help make every unit of nitrogen go farther."

N-FINITY will be available for purchase through Nutrien Ag Solutions retail locations in spring of 2025.

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