

## **Market perspectives for smart fertilizers**

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The goal of new agriculture is to produce health food, preserving soil fertility and avoiding the environmental degradation. Plant nutrition and NUE improvement (Nutrient Use Efficiency) are key factors for these goals. The creation of intelligent fertilizers, which meet the nutritional needs of the plant during the vegetative cycle, is a very complex scientific challenge. New technologies (precision farming, gene editing, nanotechnology, robotics, cloud biology etc.) can now contribute to the design and construction of the ideal fertilizer: one that releases nutrients in a synchronized way to the nutritional needs of the crop. The fertilizer industry is committed to meeting this challenge, but will the agricultural sector be able to bear the costs?