



NEWSFLASH: IPNI Releases Multi-platform based *Nutrient Expert*[®] for Hybrid Maize in Indonesian

September 6, 2017. Penang, Malaysia – The International Plant Nutrition Institute is pleased to announce the release of a new version of *Nutrient Expert*[®] for Hybrid Maize in the Indonesian language (Bahasa Indonesia). The application is a multi-platform version of the original *Nutrient Expert*[®] for Hybrid Maize in MS Access format and is envisioned to help promote the dissemination of 4R-based nutrient management recommendations – applying the *right source* of nutrients at the *right rate*, *right time*, and in the *right place*, which is a major fertilizer industry priority.

The application offers an enhanced user-friendly interface and can be downloaded free of charge at software.ipni.net. It helps crop advisers and farm leaders to generate fertilizer guidelines using their Windows or Macintosh computers and Android mobile devices anytime, anywhere, even in the absence of the Internet. Users can create fertilizer recommendations tailored to specific field conditions to help maize farmers increase their yield, profit, and fertilizer use efficiency.

This new release also features tools for printing and sending fertilizer recommendations through e-mail and SMS. A full-length report and recommendation can be sent through e-mail, while a short version of the recommendation can be sent directly to a farmer via SMS.

Versions of *Nutrient Expert*[®] for different crops and geographies in Asia and Africa have proven to increase yield and profit for farmers. In Indonesia, *Nutrient Expert*[®] for Hybrid Maize increased yield by about 1 t/ha and increased profit by US\$270/ha (INR 2.39 million/ha) over farmer's fertilizer practice in 2010-2011 field testing.

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About IPNI

The International Plant Nutrition Institute (IPNI) is a not-for-profit, science-based organization dedicated to the responsible management of plant nutrition for the benefit of people. Through cooperation and partnerships with respected institutions around the world, IPNI adds its strength to agronomic research, education, demonstrations, training, and other endeavors. Best management practices for nutrient stewardship encourage the concept of 4Rs - applying the right nutrient source, at the right rate, at the right time, and in the right place. To learn more about IPNI, please visit: www.ipni.net

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