Success Story
of Nutraful Fertilizer "Ambassador Farmer "
A Successful Potato Grower

Farmer Introduction



Rana Muhammad Ayub is a well known successful & progressive Potato farmer of Sahiwal area. He belongs to a hard working & gentle Rana Rajpoot Family of Chak No 4/10 L, Harrapha, Sahiwal. He had passed Matriculation examination & started farming in 1997, with 18-years of vast experience in crops cultivation he became a passionate grower especially in Potato.

Along with a rich experience he also worked very hard resulting, output kept growing every year. He reached desired returns & achieved visible economic growth; today traders especially from Karachi prefer to purchase his pride produce at premium price.

Being an early adopter he always keen to adopt new technologies & products also well connected with Govt. Officials & Companies.

Best Practices of Potato Growing

Proper use of technology, knowledge based farming and effective crop management can produce healthy crop with high yield and quality.

Under the specified natural conditions like climate and Soil suitability best recommended agronomic practices for growing potatoes are seed variety, crop rotation, planting material, spacing, seeding rate, Land preparation, Weeds management, crop water requirement, Fertigation and pest management.

Many people in this area have started to follow the same pattern in their farming practices.

Farm Particulars

Farm topography is admirable, land zero leveled, plotting layout even handed, good drainage & water supply system.

Agronomic Practices

Geographical Location:	**Chak no 4/10L Harrapha, Sahiwal**
Total Land Holding:	**135 acres**
Soil Type:	**Loamy (Mera)**
Water Source:	**Tube well & Canal**
Major Crop:	**Potato**
Area under Major crop:	**40**
Seed Variety used:	**Santay**
Sowing Period:	**15 October 2014-2015**
Sowing Method:	**Ridge sowing**
Yield:	**147 bags (1-bag =120 kg)**
Total no. of Sprays of Pesticides:	**5 – sprays of Bifenthrin (166ml/acre)**
Total no. of Sprays of Biostimulants:	**1-Wokozim Power Plus 6-kg/acre basal.** **2-Two sprays of Wokozim Crop (200ml+300ml/acre)**
Total no. of Seed treatments:	**1-Fertigrain Start @ 500ml** **2-Pencycuran@ 01-litre**
Total no. of Weedicide:	**Metribuzin @ 200gm/acre**
Fertilizer Used	**Nutraful Fertilizers**
Fertilizer Quantity (Kg/acre)	**Nutraful DAP-96 kg, Nutraful Urea-69kg, Simple SOP-25kg/acre.**
Yield Per Acre (Mounds/ acre)	**441 Mounds/acre**
Total no. of Sprays of Fungicides:	**1- Propineb @250gm/acre** **2- Propineb @500gm/acre** **3- Propineb @750gm/acre** **4- Iprovalicarb @300gm/acre** **5- Iprovalicarb @350gm/acre** **6- Meta Gold@250gm/acre** **7- Lymancinal+Mencozeb@600gm/acre**
Total no. of Sprays of Amino Acids:	**Tecamin Max @ 500ml at (55-days crop)**
Total Use of NPK & S:	**1- 03 kg Grozin flooding at (30-days crop)** **2- K-Leaf spray @2 kg/acre**
	1- 01kg Solupotash foliar spray at (65-days crop). **2- 02kg Sulfex Gold foliar spray at (80-days crop).**

Yield Comparison in Nutraful and Non Nutraful

	2014	
	Nutraful Crop	**Non Nutraful Crop**
Crop	Potato	Potato
Area under Crop (Acres)	20	20
Yield Per Acre (Bags)	147-bags	118-bags

* 1 Bag = 120Kg

Note: After seeing benefits of Nutraful in 2014 he started to use Nutraful on his total acreage of potato and on other crops as well.

*Used Urea @ 69-Kg extra on Non Nutraful Crop

Reasons of Success

1. Blessings of Allah
2. Use of Nutraful Fertilizers
3. Climatic Conditions favorable (no frost).
4. Guidance and supervision of Jaffer agro Services.
5. Right products on right time.
6. Prompt decisions and immediate execution.
7. Heavy rains resulting Late Blight but controlled by timely spraying.

Main Learning -& Plans for Future

S.No	Main Learning	Future Plans
01	Got higher yield of 147 bags in Nutraful crop Vs. 118 bags non Nutraful Potato crop.	Nutraful will be used on Potato.
02	Quality of the Potato is better as in color, shine and size (uniform size) (More Ration quantity & Less seed quantity in Nutraful Vs. classical Fertilizer Potato crop)	This reason has convinced to use Nutraful on all acreage of Potato.
03	Also Nutraful will in Maize crop on 30-acres (Nutraful DAP 01-bag + Nutraful Urea 04-bags + SOP 01-bag	Nutraful Fertilizer will be used in other crops as well.
04	Also sown Cotton (Bt-992,252,U-13) and Rice crop in May 2015	Nutraful Fertilizer Acreage will be increased in other crops as well.
05	More Profit margin in using Nutraful	High Profit rate make Nutraful as first choice in future.

Nutraful Results in Field



Nutraful Plot



Non - Nutraful Plot



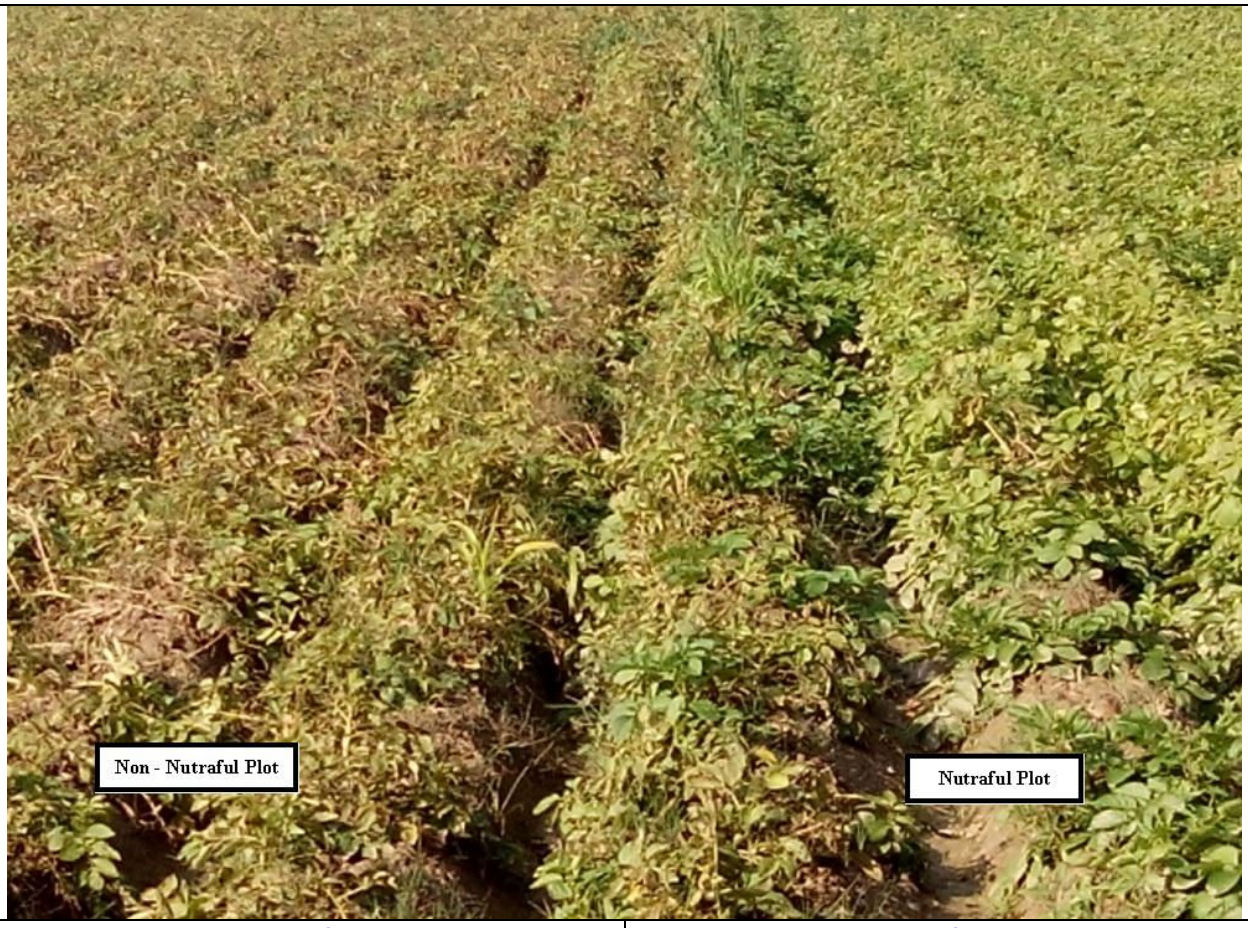
Nutraful Plot

Non - Nutraful Plot





Nutraful Crop



Non - Nutraful Plot	Nutraful Plot