



PRESS RELEASE

Origin Fertilisers appoints Gavin Law to Ayrshire team

Origin Fertilisers has strengthened its Ayrshire team with the appointment of Gavin Law as an on-farm retail sales representative.

Mr Law hails from a local farming background, and thanks to his previous role with McCaskie Farm Supplies as an on-farm sales representative, he brings with him an excellent knowledge of the region through supplying products and advice to Ayrshire farmers.

His new role with Origin Fertilisers covers largely the same area, and he will be handling some of the accounts previously run by Gavin Stewart. Speaking about his new post, Mr Law made the move to Origin to gain a greater understanding of how prescription fertiliser plays a key function in enhancing soil health.

“I’m from a family farming background and, like most farmers, I want to gain a better understanding of how productive and healthy soils can maximise grass and crop growth, and what factors influence crop production.

“A lot more farmers are looking at soil health to find answers on what is limiting crop performance. My role is to show them how prescription fertilisers that are tailored to soil nutrient requirements enable crops to achieve optimum yields and help correct nutrient deficiencies within the soil profile.

“At today’s fertiliser prices, we can’t afford to be spending money on nutrients that don’t offer a good return on our investment.”

Mr Law has begun his new post with Origin Fertilisers and has met a few of his accounts already, and is looking forward to meeting the rest over the coming weeks.

ENDS

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Picture: Gavin Law

Caption: Gavin has already begun providing advice on the benefits of prescription fertiliser to farmers in Ayrshire.

Notes to editors:

- Origin Fertilisers is a national manufacturer and distributor of fertiliser with 12 production facilities across Great Britain and headquarters in Royston, Hertfordshire.
- Origin has over 15,000 products to help arable and grassland farmers make better use of fertiliser – both financially and environmentally – by using targeted prescription fertilisers to improve soil fertility and crop productivity. Targeted nutrition (with a known carbon footprint) can have a significant impact on helping farming reach sustainability goals.
- A team of regional in-house nutrition agronomists offer practical advice to growers on ways to improve their crop nutrition and fertiliser usage.

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