

# POWERFUL POTASSIUM

WHAT IS MORE PRECIOUS than silver or gold? Yes, even more necessary than oil or computers? POTASSIUM!

It is essential for all plant, animal and human life.

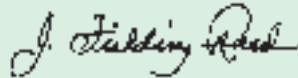
The importance of potassium in plant life has been recognized for many years. Good yields are impossible without it. High quality crops demand it.

Adequate potassium must be present to produce desired sweetness in fruits and vegetables, to assure high protein in grains, to use water efficiently, to encourage resistance to diseases and insects. No wonder potassium and quality are synonymous.

This publication tells the story of potassium or “potash” as it is often referred to in agricultural lingo. It has a fascinating history – and will have a key role in the world’s future.

The producers of potassium have long recognized their responsibility in developing information on proper use of potassium. Over 60 years ago, they established the American Potash Institute (now the Potash & Phosphate Institute). Later, the Foundation for Agronomic Research was formed. These organizations support research and education through many programs, including fellowships, grants and publications. They have an enviable reputation for integrity.

“Integrity is doing what’s right when nobody’s looking.”



**BETTER  
CROPS**  
WITH PLANT FOOD

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