

The logo consists of the letters 'CRU' in a bold, white, sans-serif font, enclosed within a white rounded square border. The background of the entire page is a photograph of a vast agricultural field with alternating bands of dark brown tilled soil and vibrant green grass, receding into the distance under a clear sky.

**CRU**

**Data, Insight,  
Strategy &  
Communities**

# **CRU Fertilizer Services**



Stay ahead in an *uncertain* landscape

[www.crugroup.com](http://www.crugroup.com)



# Unmatched Global Fertilizer Market Analysis and Data to Support Strategic Decisions and Future Investments

With a team of highly experienced analysts, market reporters and consultants based in the UK, USA, India and China, CRU provides a truly global view of fertilizer markets.

Whether you're tracking weekly prices and industry news, monitoring global production costs or looking ahead to where the market will go over the next five years, we offer independent market intelligence to support your decision-making and strategic planning.

Track  
Prices

Get the latest  
Forecasts

Prepare for the  
Long Term



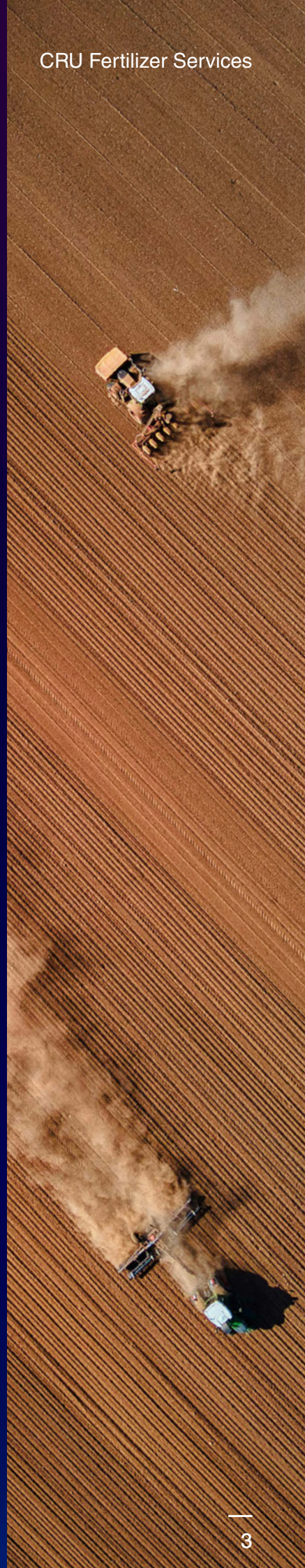
# Track prices with leading market analysis

Be the first to access breaking industry news and gain a better understanding of market movements driving price adjustments as well as their impact on your portfolio.

We help you optimise your pricing strategy and negotiate confidently.

## Fertilizer Week provides:

- 200+ price assessments globally
- Real-time news
- Price and market alerts
- Weekly market analysis
- 6-month price forecasts
- Global agriculture indices





# Get the latest forecasts and plan ahead

Support your business strategy over the medium and long-term with CRU's comprehensive market outlooks, offering:

- 5-year price forecasts
- Capacity forecasts by asset and country
- Quarterly snapshots of market fundamentals
- Detailed analysis of fundamentals and supporting data

# Strategically prepare for the long term

Does your planning require data and analysis covering a longer time span? CRU offers:

- 5 to 25-year supply/demand and trade forecasts
- Long-run marginal costs
- Access to our experts for questions or to discuss scenarios



# Diversify your data with global production costs and emissions reporting

In today's rapidly evolving markets, making informed, data-driven decisions quickly is crucial. Whether you're evaluating investment opportunities, considering capacity adjustments, or optimising production, having accurate cost information and carbon emissions data is essential for sound decision-making.

**CRU's Asset Services** deliver detailed cost information and emissions data for the global fertilizer market through our advanced Asset Platform. This analytics platform allows you to easily interrogate and visualise data, providing the insights you need to make strategic decisions with confidence.



Emissions data for 350+ assets for:

- Nitrogen
- Potash



Production costs for 600+ assets for:

- Nitrogen
- Phosphate Fertilizers
- Phosphate Rock
- Potash

# Unparalleled insight through fertilizer commodity value chains

CRU's expertise in raw materials markets underpin our coverage of the fertilizer value chain, equipping you with a comprehensive yet in-depth view of fertilizer products and their markets.

**Service packages can be tailored to the market insight, access and support required.**

Service features	Classic
CRU Online access	✓
Access to 200+ weekly price assessments, historical prices, freight, trade data and global agriculture indices	✓
News, daily alerts, market commentary and weekly nutrient reports	✓
Monthly client only webinars	✓
Access to DataLab and *API	✓
Short-term, monthly price forecast (6 months), Analyst access	✓
Monthly market perspective presentation	✓
Premium add-on	
Long-term forecasts (5 years)	✓
Long-term (25 years), capacity, demand/supply and marginal cost forecasts	✓
Standalone Service Features	
Asset production cost analysis service	✓
Asset emissions analysis service	✓

**See a full list of our Fertilizer Services here**



# Navigate the energy transition with CRU's expertise

As the world accelerates its energy transformation, demystifying the value of green premia in commodity markets is key for all industries to fully capture the opportunities it presents.

However, there is a lack of clarity on expectations, the value of green premia, and supply chain alignment.

- **Understand the economic benefits of greener alternatives:** Gain financial advantages with CRU's weekly benchmark prices for green and blue ammonia, showcasing the market value of emissions reductions.
- **Simplify environmental impact calculations:** Easily quantify carbon dioxide savings and cost reductions with CRU's clear methodology for green and blue ammonia benefits.
- **Enhance efficiency and stay compliant:** Make well-informed business choices by integrating emissions data into commodity value chains. Optimise resource allocation, stay compliant, improve profitability, and manage operational risks with CRU's asset-level expertise.
- **Plan strategic market forecasts:** Plan strategically for the future with CRU's quarterly reports on low-emissions hydrogen and ammonia, covering market outlook, demand, supply, production costs and policy impacts.



# Delivering value through specialised services

## A comprehensive view of the ammonia and hydrogen markets – from traditional to low emissions market opportunities:

CRU's expert analysis of ammonia market structure, including production costs and uses in industrial and fertilizer sectors, offers superior insights into low emissions ammonia trends. The **Low Emissions Hydrogen and Ammonia Service** provides comprehensive coverage for stakeholders in production, distribution, supply, end use, infrastructure and financing, enabling strategic decision-making to capture market opportunities and mitigate risks.

*Learn more*



## A detailed perspective across the entire specialty phosphate value chain:

Phosphates are essential for agriculture and the growing electric vehicle and energy storage sectors, particularly LFP and LMFP batteries. With global LFP demand expected to increase tenfold over the next decade, high-grade phosphates are critical. CRU's **Specialty Phosphate Service**, backed by 37 years of market expertise, offers in-depth insights into the phosphate and battery value chains. This service helps businesses understand global markets, evolving industry needs and future demand, thus identifying growth opportunities.

*Learn more*

# Bespoke support for strategic projects

CRU Consulting boosts your business strategy with a wide range of services for the fertilizer industry, across:

- **Strategic planning:** acquisitions and growth, emissions and procurement
- **Market decisions:** specialised market studies; lenders market reports
- **Valuation:** feasibility studies, M&A support, specialised valuation of business elements
- **Negotiation support:** assistance with contract reviews, negotiation and risk assessment
- **Operational improvements:** performance assessment; supply chain reviews; supplier assessment
- **Policy analysis and advocacy:** independent market assessment and industry impact assessment

## Contact CRU Consulting

For more information on **CRU's Fertilizer Services**, please request a demo:

Book a *demo* now

## Global offices



- Beijing
- Cyprus
- Dubai
- Houston
- Johannesburg
- Mumbai
- New York
- London (Head Office)**
- Pittsburgh
- Santiago
- São Paulo
- Seoul
- Shanghai
- Sheffield
- Singapore
- Sydney
- Tokyo
- Toronto