



THE LEADING Fertiliser
Solution-Provider driving
Sustainability in 2025

APAC Business Standard

 magnify[®] NZ

Delivering solutions
that restore balance,
reward the farmer
and respect the
future

**The science
is sound**

A LOGICAL STEP FORWARDS

Why ...

The motivation to develop these products was twofold : to boost profitability and resilience for farmers and to address pressing challenges like soil degradation, nitrogen leaching and climate impacts.

The cycle of value creation is woven into the very fabric of Magni-Grow, empowering farmers to boost productivity while healing soil systems. Magnify is designed to unlock soil potential and reduce synthetic fertiliser dependency.

Sustainability and economics ...

For Magnify, sustainability isn't a buzzword - it's a seven-generation pledge. The products, proven to lower costs and environmental footprints, dissolve the false choice between sustainability and economics and predict a synergy.

"These outcomes are not just economic, they're emotional. Many farmers regain confidence, hope and pride in the land they steward."

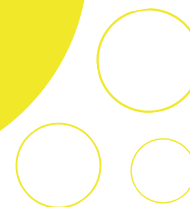
A published peer reviewed study (using lysimeters) in FOURRAGES Journal (vol 26 no 5 2025) showed Magnify reducing the nitrate leaching on a typical NZ Dairy farm to less than 2 mg NO₃ N/L (a 91% reduction), while increasing grass growth over 30 %.

when you magnify nature ... you magnify the future



We're delivering technology that works for Kiwi farmers - not just theory !

... since 2021
Magnify has
produced gains
of 20 - 45 %
in pasture
trials



Contact us

to set up a trial area
or purchase

0800 66 88 100

info@magnifynz.co.nz

www.magnifynz.co.nz

The science is sound ...

Independent trials over 20 years validate the approach

"In response to reviewing Magnify's trial data summary, a senior agronomist wrote the following. The summary showing the advantage of Magnify products when compared with other products, would be sufficient for anyone to recognise, appreciate and (surely) be convinced of the value of Magnify products in a range of farming systems and across different climatic 'zones' in the South Island ... "

*Dr John Field-Dodgson
(a highly experienced agronomist)*

A summary of trial data can be found at
www.magnifynz.co.nz



Magnify is justified in saying it creates 12-25% gains

Stan measured 9 trials with Magnify products across a range of farm types and all have been very successful with gains of 1000-3200 kg within 4 months (8-25% extra). Magni-Grow with 6 kg N/ha added has increased grass yield by 22%. If pasture yield was 12 ton then that's 2640 kg extra. With the latest products Stan got an extra 25%.

Reported by Stan Winter, Southland

We improved grass growth, enabling us to reduce supplements & improve profits significantly. We've reduced our nitrogen from 290 kg to 96 kg N/ha. Two applications of Magni-Grow has increased growth by over 3000 kg DM. It grows much stronger in the colder months as well. Quite simply - it works !
Give it a go ... find out for yourself !

John and Jacky Tanner, Leeston

ENVIRONMENTAL PRODUCT BENEFITS



.magni-N-Enviro

Following its release in 2021 this product has shown consistent pasture growth gains of >20% with no added nitrogen. It combines the best features of Magni-Life and Magni-Grow to form an exceptionally valuable product. Preferred by dairy farms for its synergistic impact on nutrient efficiency, while simultaneously addressing nitrate leaching and climate impacts.

A peer-reviewed study (published in FOURRAGES Journal vol 26 no 5 2025) showed Magnify reducing the nitrate leaching on a typical NZ Dairy farm by 91% - while increasing grass growth over 30 % (>3000 kg DM/ha over 10 months). Not only was this a world-leading performance, it proved synergies between environmental stewardship and profit can be yours with no effort required.

Expect
1500-3600 kg
extra DM
growth
each season

- **Nitrogen extension - nitrogen applications can be extended to 3-4 months apart**
- **Equivalent growth of over 120 kg N/ha**
- **Reducing nitrogen inputs - reduce to 30-100 kg N/ha without loss of pasture production**
- **Less than half the cost of growing grass vs Urea**
- **Enhances soil health - temperature, depth and moisture retention**
- **Supports healthy growth of worms, fungi, bacteria etc**

Expect
>20 kg
MS/cow

Expect
better
conception
rates

Growth data was from South Island properties with average/new pastures, both with and without nitrogen

THE SCIENCE OF SYMBIOSIS

Plants allocate up to 30% of the sugars made in the leaves to nourish microbial allies – a natural exchange now turbo-charged by Magnify. Magnify ensures the plant attracts microbes beneficial to its needs. Stronger roots, leaves, disease resistance, sugar content, nutrient transfer and soil structure all flourish from this synergy.

At Magnify's core ...

Instead of enhancing plant potential superficially, Magnify biostimulant goes deep down and awakens the soil's innate fertility capacity. In collaboration with its astute team of research scientists and field experts, the company has developed products that release beneficial microbes to unlock the soil's natural nutrient reserves – ultimately helping to create a thriving soil ecosystem. These micro-organisms expand the root systems, which dramatically improves the plant's uptake efficiency.

From increasing root biomass to modulating soil temperature and enhancing moisture retention, Magnify's formulations support the full soil-plant-animal continuum at an exceptionally fair price. They easily fit into - and compliment - traditional farming systems or can stand alone.

GLOBAL RECOGNITION FOR LOCAL INNOVATION



After an extensive review across
the Asia Pacific region the
APAC Business Standard
recognised Magnify as:

**THE LEADING
FERTILISER SOLUTION
PROVIDER DRIVING
SUSTAINABILITY
IN 2025**

... for breakthroughs with
biofertilisers & biostimulants


FARMERS AS CO-INNOVATORS



Customers' inquisitiveness and innovation have played a pivotal role in Magnify's continued growth. Moreover, at Magnify NZ, the farmers are the 'most fearless innovators' - taking the products into uncharted territories and uncovering new possibilities.

From replacing fungicides in onion, barley and broad bean crops - to restoring soils deemed beyond recovery, their stories are extraordinary.

Dairy farmers report healthier pastures with less fertiliser ... crop growers replace fungicides with Magni-Life, seeing yields rise while diseases plummet. Sheep farmers using Magni-Lamb report less drenching, heavier lambs and stronger stock - while simultaneously combating the threat of drench resistance.



return on
investment
has been
3-15 x cost

when you magnify nature ... you magnify the future

PLANT AND SOIL PRODUCTS

Magni-Grow

A blend of enzymes and organic acids from soil microbes that promote plant growth and stronger regrowth. With consistent use, pastures regrow better and better to produce dense, sweet grass that stock find highly palatable. Prior to 2020 all of our trials had been done with 3-5 L/ha of Magni-Grow most often with only 4 kg N/ha. This combination outgrew 80-100 kg Urea/ha by more than 30% in nearly all occasions and conditions. Today we recommend 5-7 litres/ha to fit modern budgets and profitability demands.

Expect
1000-1500 kg
extra growth
each season

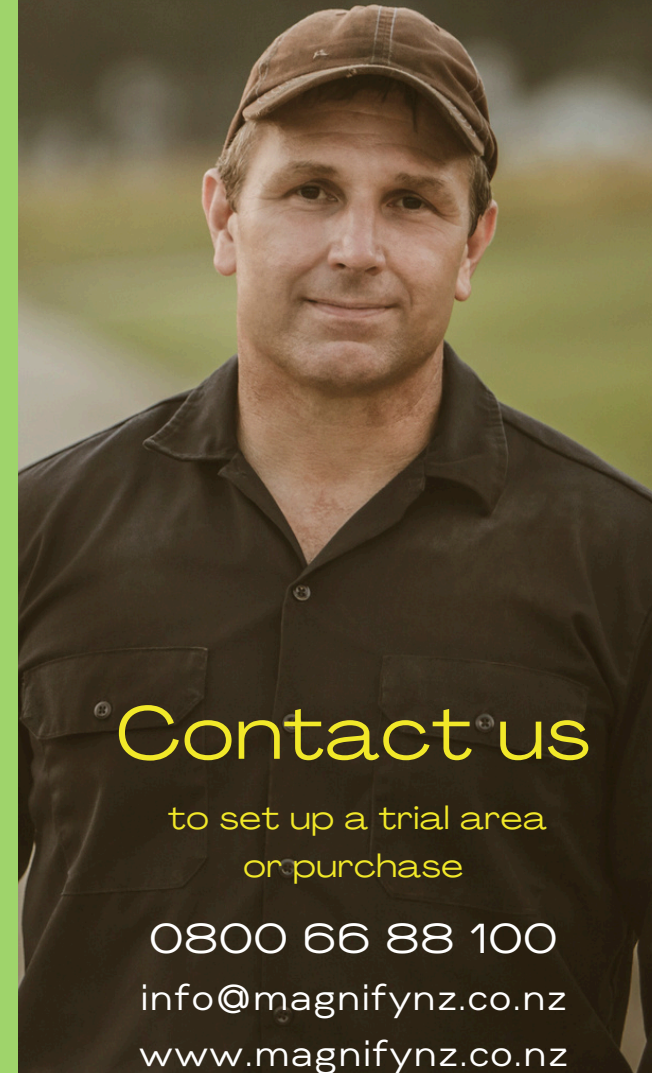
Magni-Life

Magni-Life is a living inoculant making sure the plants' efforts to attract good microbes are well supported. Magni-Life supports growth while magnifying crop protection, soil enhancement and disease suppression. Magni-Life is the premier product for controlling soil diseases, reducing fungicide use, recovering and protecting soil structure, transforming pasture palatability and stock performance. It can be used alone or in combination with Magni-Grow. A living inoculant containing over 60 species of essential soil bacteria and fungi. 2-3 litres/ha for most applications but some strong soil problems may require 10-12 litres/ha then a lower maintenance rate.

Expect
700-1500 kg
extra growth
each season

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