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Phosphate, Done Better

Developed to give you the flexibility to take on the challenges you face in the field no matter what you grow, Altura™ is built with highly available ortho phosphate and a beneficial level of zinc coupled with C² Technology for performance in this growing season, and sustainability in your fertility program down the road.

At Loveland Products, we're dedicated to supporting farmers everywhere with trusted At-Planting Phosphate fertilizers powered by C² Technology that enhance yield potential and improve root mass, while optimizing key nutrients across all broadacre and specialty crops.

Why Altura?

Using Altura from Loveland Products, as part of your at-planting practices, you're able to drive benefits from the soil to the crop and ultimately at harvest. With the flexibility you need to work smarter, not harder Altura with C² Technology drives phosphorous efficiency 2 to 3 times that of a traditional liquid or dry fertilizers that rarely exceed 10 to 30 percent efficiency each season.

Grower Benefits

- Highly available ortho phosphate couple with a beneficial level of zinc that still allows for customization with other tank mix micronutrients like the ReaX products.
- Powered by C² Technology to enhance total nutrient availability
- Built with immediately available ortho phosphate
- Enhanced cation exchange column (CEC) of application zone
- Designed to enhance total nutrient availability

What is C² Technology?

C² is a proprietary technology consisting of extracted Carbon and Carbohydrate reacted with nutrients for improved Soil Health and Plant Performance.

Carbon: Increases nutrient availability by fostering growth of beneficial soil microbes and positively impacting soil attributes creating better holding capacity for nutrients and water

Carbohydrate: Improves nutrient uptake and availability in both soil and foliar applications

