

FIXED ON NITROGEN

A SCIENTIST'S SHORT STORY
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The world is reliant on agriculture to feed a growing world population and avoid famine. The synthetic fertilisers we use in our intensive farming are themselves damaging to our atmosphere, polluting our waterways and degrading our soils.

"This is a remarkable story of what is almost certainly a world-changing innovation in agriculture."

Matt Ridley, author of the Rational Optimist

A sustainable alternative to these chemical nitrogen fertilisers is urgently and critically required!

"Recommended for anyone interested in understanding the reality of the path for application of science, to global challenges."

Dr Jayne Brookman, Head of AgriFood, KTN

The story told in this book is of an extraordinary scientist's passion for finding a natural and sustainable

way to give crop plants the nitrogen they need. The answer has been to encourage a natural bacterium which already lived in close harmony with some crop plants to colonise any plant and once there to 'fix' nitrogen from the air. The story unfolds from a chance meeting in a bar in Bangkok, and leads to the recognition of this potential new approach, the extraordinary steps

that delivered the innovation and how the disruptive technology was taken to the market.

"This is an extraordinary book which documents a farm-scale intervention with nitrogen fixation technology ... an exciting and important book."

Sir John Beddington, Former UK Government Chief Scientific Adviser

This is a genuine tale of a remarkable journey of scientific achievement, product development and the processes and passions required to deliver a much needed innovation, against the odds, to the market.

Fixed on Nitrogen is a book for anyone interested in innovation, technology-led start-ups, agri-technology, the issues of climate change or food security, and of how science can solve some of the problems affecting the future of our planet.