



## Re-Nforce® K – Radio Scripts

(Copy for pre-recorded or announcer-read 30-second radio spots:)

### Meet plant demands

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“To maximize the quality and yield potential of your crops, make Re-Nforce-K part of your fertilizer strategy.”
(Continue subtle music bed - Music crescendos appropriately)	“Rea Nforcea K from Nutrien Ag Solutions is a unique blend of nitrogen and sulfur plus high potassium – essential macronutrients for peak plant demands. Rea Nforcea K enhances crop growth by increasing nitrogen absorption and nutrient movement in the plant, so your crops make the most of the fertilizer they’re given.”
(Music up and out.)	“This season, ask your Nutrien Ag Solutions dealer about Rea Nforcea K.”

### Reinforce fertility

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Experienced growers know that most crops have high potassium demands early in the season when rapid growth and fruiting take place. That’s why high yields depend on reinforced nutrition – like you get with Rea Nforcea K from Nutrien Ag Solutions.”
(Continue subtle music bed - Music crescendos appropriately)	“Re-Nforce-K is a unique, chlorine free blend of nitrogen plus 20 percent potassium and 13 percent sulfur – key macronutrients crops need for maximum yields.”
(Music up and out.)	“This year, reinforce your fertility with Rea Nforcea K from your Nutrien Ag Solutions dealer.”