



Riser – Radio Scripts

(Copy for Pre-Recorded of Live Read 30-second radio spots)

There are No Secrets with Us - :30

Audio Cues	Audio (masculine, confident & conversational)
Instrumental music bed up and under subtly, using generic acoustic guitar sound	They say there's a secret to growing a great crop, at Nutrien Ag Solutions we beg to differ.
Continue Subtle Music Bed – Music crescendos appropriately at “every crop should start with Riser”	It all starts with a strong foundation, and when it comes to choosing starter fertilizer, there is no question that every crop should start with <u>Riser</u> .
Continue Subtle Music Bed	Designed to be as efficient as it is safe, it's no surprise growers have been turning to Riser for over a decade.
Music Up and Out	Contact your Nutrien Ag Solutions crop consultant to learn how you can get started with Riser today.

There are No Secrets with Us - :45-60

Audio Cues	Audio (masculine, confident & conversational)
Instrumental music bed up and under subtly, using generic acoustic guitar sound	A lot of folks will tell you there's a secret to growing a great crop, but at Nutrien Ag Solutions we beg to differ.
Continue Subtle Music Bed – Music crescendos appropriately at “every crop should start with Riser”	It all starts by building a strong foundation, and when it comes which starter fertilizer starter fertilizer the best growers turn to year after year, they'll tell you that every crop should start with <u>Riser</u> .
Continue Subtle Music Bed	Packed with critical nutrients and Acetate technology to optimize seedling vigor, root growth and set your stage for yield this season - it's no surprise growers have been turning to <u>Riser</u> for over a decade.
Music Up and Out	Contact your Nutrien Ag Solutions crop consultant to learn how you can get your crop

	started with Riser today. Always read and follow label directions.
--	--

Performance Advantage - :30

Audio Cues	Audio (masculine, confident & informative)
Instrumental music bed up and under subtly, using generic acoustic guitar sound	Looking for more performance in your starter fertilizer?
Continue Subtle Music Bed – Music crescendos appropriately at “every crop should start with Riser”	Riser, from Nutrien Ag Solutions, combines Acetate Technology with essential nutrients to drive emergence and pump up root masses – giving your crop the advantage it needs and supporting the yields you expect.
Continue Subtle Music Bed	With a decade of on farm trials averaging a 5 to 10 bushel increase over the grower standard – we’re confident that Riser will perform for you too.
Music Up and Out	This spring, give your crop a performance advantage with <i>Riser</i> , from Nutrien Ag Solutions.