



Riser – Radio Scripts

There are No Secrets with Us - :30

| Audio Cues | Audio (masculine, confident & conversational) |
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| 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 <i>Riser</i> . |
| 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 or visit Ipi.ag/GetStarted to learn how you can get started with Riser today. |

Performance Advantage - :30

| Audio Cues | Audio (masculine, confident & informative) |
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| 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 over two decades 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 | Visit Ipi.ag/GetStarted or talk to your Nutrien Ag Solutions crop advisor this spring, to see how every crop starts with <i>Riser</i> . |