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**FOR IMMEDIATE RELEASE**
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NouriSol is excited to announce that:

- They achieved **21% increase in yield** compared to chemical fertilisers in field trials collaborating with farmers.
- They are featured on the **BBC**:
  - In a news article.
  - Their CEO, Marine Valton, will be in the upcoming programme '***Ready Meals: What They Really Mean for You***' on **BBC One**. The segment, set to air on **31st March at 9pm** (already available on iPlayer), will explore how NouriSol is revolutionising farming with algae-based products that improve soil health, crop growth, and reduce the negative environmental impacts of agriculture.

**The BBC Programme**

Our food generates more than **a quarter of the UK's carbon emission**s. That means what we eat and how it is produced must change if the country is to hit net zero. The programme '*Ready Meals: What They Really Mean For You*' will explore innovative solutions to this problem.

**NouriSol's Segment**

The major sources of greenhouse gas emissions from arable agriculture are nitrous oxide ($N_2O$) and carbon dioxide ($CO_2$) from fertiliser production.

Harvesting crops inevitably depletes soil nutrients, necessitating replenishment through fertiliser application to maintain crop productivity. However, nitrogen, the primary limiting nutrient for plant growth, presents a significant environmental challenge, as nitrogen fertiliser production and application generates approximately 3% of global greenhouse gas emissions. Furthermore, once applied, up to 50% of the nitrogen fertilisers do not reach the plant, but instead leach into surrounding ecosystems, triggering environmental degradation through processes such as eutrophication of waterways and aquatic habitats.

In contrast, NouriSol's algae products absorb $CO_2$ and $N_2$ during production and continue to do so once applied to the soil. These photosynthetic algae strains use sunlight to grow, converting atmospheric carbon and nitrogen into forms that plants can readily absorb, and importantly, releasing them slowly to ensure that plants can assimilate all the nutrients more efficiently.

**The Impact**

This announcement comes at an important time, as NouriSol is:

- **Fundraising** for the first time since the company's inception (seeking £900k) to scale up and start commercialisation - they already secured an additional £500k from Innovate UK (government agency).
- **Eager to connect with farmers** as they scale-up production for the 2025 growing season.

"I'm excited to share NouriSol's vision with a wider audience on the BBC" said Marine, CEO of NouriSol. "Our mission is to harness the power of microorganisms already present in farmers' soils to create sustainable solutions that benefit farmers, the environment, and future generations. This appearance allows us to share how our products are transforming agriculture and helping to address pressing global challenges like climate change, soil degradation and nitrogen run-off."

**About NouriSol**

NouriSol selects the most efficient algae strains from farmers' fields, based on their ability to both fertilise plants and enhance soil health. These strains are then cultured, scaled up and processed to obtain formulations that can be used like conventional fertiliser.

NouriSol's products, validated in both greenhouse and **paid field trials with UK farmers** and **TESCO**, are sustainable and non-GMO. Trial results showed a **21% increase in crop yield** compared to chemical fertilisers, as well as improved soil health (independently validated by Yara).