

THEY TALK ABOUT IT THROUGH A TESTIMONY



Recipe Guide to Start Off the Season Right



FERME YVES LACOSTE & FILS INC.

Upton, Québec

HASSLE FREE BULK



Pick up their bulk fertilizers
directly from Contrecœur in the winter

Big Savings - On-Farm Efficiency - Product Quality

YVES LACOSTE & FILS INC. FARM'S RECIPE GUIDE
TO START OFF THE SEASON RIGHT
WITH SYNAGRI'S EARLY FERTILIZER DELIVERY PROGRAM

HASSLE-FREE BULK

If, just like these producers, you are allergic to wait times, high prices, or market instability, follow the recipe below to get some peace of mind in bulk and a good start to the 2023 season. To enhance it even more, simply add one cup of *Synagri's Early Fertilizer Delivery Program!* Oh, and don't forget to contact your Synagri representative or agent as soon as possible for more information in order to benefit from the discounts of our Program! 😊 It's over here 📍 to join them: <https://www.synagri.ca/contact/>

THE TEAM BEHIND THE RECIPE

The success story of the Lacoste brothers, of the Yves Lacoste & Fils Inc. Farm located in Upton (Qc), is largely attributable to their concern for efficiency and structure. Given the uncertain social and economic context, Synagri's Early Fertilizer Delivery Program thus became ideal, allowing the producers to save in time and money while also gaining in autonomy and in security. Of course, the good coordination of the steps prior to seeding depended on a good teamwork and on a great level of trust in their sales representative Sylvie Joubert. Indeed, Sylvie Joubert managed to guide the clients of this large crop and dairy farm (700 heads) when it was time, in December, to estimate the quantities according to the number of acres of crops and to place the orders. After that, she also helped the producers readjust along the way: if there is a lack of this, here it is, if there is a surplus of that, here is the solution.

RECIPE STEPS: MIX ORGANISATION AND FORESIGHT WITH A HINT OF INNOVATION

To get their fertilizer even more efficiently and to save even more, the Lacoste brothers picked up their orders themselves in bulk, at the Contrecoeur site, in late January. Although they already had the equipment to complete this step, they still had to think about their method of storage in order to maintain the quality of the products. For example, they have rented a warehouse and have placed some blocks into a dome to separate the fertilizer. Now, they even plan to build a site with a roof as well as buy a truck with a waterproof tarp. This proves that the savings, and the benefits of early deliveries can lead to investment opportunities.

A special thanks to the Yves Lacoste & Fils Inc. Farm for this great testimony!

