



Press Event #allset

Krayenberggemeinde/Kassel (Germany), May 6, 2025

K+S demonstrates its commitment in the #allset campaign – new offerings with expertise in plant nutrition

Through its #allset campaign, K+S clearly communicates its commitment to responsibility and partnership throughout the entire value chain. This includes sharing expertise on plant nutrition. The KALI Academy's new online courses present relevant specialist knowledge in an interactive, educational format. The KALI-TOOLBOX app provides additional support.

With the slogan “#allset – From the Depths to the Field,” K+S highlights the connection between mining and agriculture. "At a time when agriculture is facing increasingly complex challenges, we are demonstrating how we collaborate with farmers, dealers, and the entire industry to develop sustainable solutions," says Kristina Tschachtschal, Head of Media & Education at K+S. "Down-to-earth work and powerful machines - that's what miners and farmers have in common."

#allset is K+S's commitment to facing current and future challenges along the value chain without compromising quality or reliability. At the heart of the campaign is the Werra 2060 transformation project. In underground mining, K+S lays the foundation for a sustainable supply of potassium and magnesium fertilizers in Europe, supporting domestic agriculture as a reliable partner.

#allset for specialist knowledge

Know-how is also important for meeting new challenges. K+S shares its expertise with farmers, advisors, distributors, and young professionals through personal interactions and the KALI Academy. The KALI Academy is K+S's knowledge platform for plant nutrition and offers webinars, podcasts, videos, and valuable practical tips. Now, the knowledge of the KALI Academy is also available in **interactive online courses**. These courses offer further training

for beginners and professionals. The courses are structured in a didactic manner, alternating between short videos, brief reading passages, and engaging exercises. This ensures that the knowledge sticks.

"There is a strong interest in general information on plant nutrition because there are important measures that can be taken to ensure reliable yields," says Elisabeth Morgen, International Coordinator at the KALI Academy. "With the KALI Academy's online courses, we have presented relevant knowledge in a way that makes learning new things or refreshing existing knowledge fun."

The academy currently offers three free online courses: "Fundamentals of Plant Nutrition," "Magnesium – The Underrated Nutrient," and "Boron – For Roots and Flowers." These courses provide relevant, expert knowledge on two important nutrients. Additional courses will be offered in the future.

In addition, K+S has completely overhauled its app, the **KALI-TOOLBOX**. The app's most popular feature is the photo gallery of deficiency symptoms, which helps farmers identify and remedy nutrient deficiencies. The new app illustrates typical deficiency symptoms in 3D models, making them easier to recognize. Users can also calculate the optimal quantity of fertilizer for soil and foliar fertilization and convert information into various nutrient forms, such as SO₃ and S.

Notes

Learn more about the #allset campaign at www.kpluss.com/allset.

For more information about the KALI Academy®, visit www.kali-akademie.de.

For the online courses offered by the KALI Academy®, visit kurse.kali-akademie.de.

Download the KALI-TOOLBOX app on Google Play or in the App Store.

Photos, graphics, and logos can be found in the downloads section at

www.kpluss.com/allset.

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