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### **Veenhuis Machines BV wins Ivel Award for Innovation**

Veenhuis Machines BV, distributed by Agri Industry Solutions are delighted to have won the IVEL award from the Institution of Agricultural Engineers for its Nutriflow real-time slurry analysis system.

The system allows the monitoring of NPK and ammonia levels in real time during application, thus giving growers accurate applications of nutrients to the crops with liquid manures and digestates, moving away from volumetric spread rates based on samples from lagoons or tanks.

This both adds value to the product, improves confidence in nutrient delivery whilst ensuring the environment is protected from over-application and potential Nitrate leaching.

“Whilst at LAMMA we also received a silver ‘future innovation’ award for the Nutriflow System combined with the Rotomax, our unique umbilical reel system that solves many of the problems of traditional umbilical application methods, whilst maintaining a light footprint and low ammonia loss disc application,” said John Crooks of Agri Industry Solutions.

Alastair Taylor, CEO of IAgrE said, “As precision farming advances it’s great to see technologies being developed to measure the nutrient value of slurry. This allows precision application as part of a wider farm nutrient plan. We should not underestimate the technological and engineering skills required to develop a product such as this.”

The team at Agri- Industry Solutions would be more than happy to assist with any questions relating to the innovative Veenhuis Equipment range, for precision application of slurries – Telephone 01842 898515.

Ends



Click here to download the image

[www.iagre.org/kcfinder/upload/files/images/lvel%20Award%20winner%202019.jpg](http://www.iagre.org/kcfinder/upload/files/images/lvel%20Award%20winner%202019.jpg)

#### **Notes for editors:**

#### **The Ivel Award**

In 1902 Dan Albone, a Bedfordshire inventor, designed and patented the first practical and successful light internal combustion engine agricultural tractor, setting up Ivel Agricultural Motors Ltd in Biggleswade in 1903. This set in motion a revolution in mechanical farming. He was a decade ahead of Henry Ford and Harry Ferguson, and almost three decades ahead of the first Ferguson. The awards committee of IAgrE decided in 2007 that it would be fitting for the Institution to celebrate the name of Dan Albone and the memory of the Ivel tractor by making an annual award using the Ivel name. The committee felt that this award should be for a new product or innovation which will have the most positive impact on the environment.

#### **IAgrE**

IAgrE is the professional body for scientists, technologists, engineers, academics, managers and students working in the landbased sector and has an international membership base.

As a licensed body of the Engineering Council (EngC) and a founding Constituent Body of The Society for the Environment (SocEnv), IAgrE registers suitably experienced professionals as Chartered Engineers, Chartered Environmentalists, Incorporated Engineers and Engineering Technicians.

IAgrE is a Licensed Body of the Engineering Council and a founding constituent body of the Society for the Environment Company No: 648041 Charity No: 257303

#### **Agri Industry Solutions**

Agri Industry Solutions (part of the long established TWS Group) provide innovative solutions to modern agriculture. Being the Sole UK Importers for Veenhuis and Perard agricultural equipment. AIS offers equipment which is both unique and innovative, providing solutions which are

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environmentally sustainable, drive efficiency and exceed current best practice and meet pending regulatory obligations.

For further details, contact Marion King at IAgrE Communications at [pressroom@iagre.org](mailto:pressroom@iagre.org) or call 01234 750876

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