



We are NutriAg

Our group was founded in 1963 in South Africa, by a world-renowned agronomist, Dr. Jonah Fisher. Today, son-in-law, Martin Bloomberg continues to instill the same commitment and passion into the NutriAg team that is dedicated to a collective purpose—to innovate, ensure progress, and ultimately move agriculture forward with leadership, safety and integrity.

"Farming smarter with NutriAg's plant nutrition solutions opens the door to more opportunities—boosting yield with innovative crop nutritional products, and tried and tested foliar and soil-applied treatments. With precision nutrition, growers can also support sustainability goals by reducing waste, minimizing environmental impact, and improving plant resilience. Whether it's maximizing return on investment, or ensuring consistent performance, NutriAg empowers farmers to grow more, and grow smarter."

— Martin Bloomberg, President and CEO

Our Mission

Our mission is to provide distributors and dealers with science-driven, field-proven products, and seasoned knowledge, enabling them to guide farmers in understanding and optimizing crop nutrition practices.

Our Vision

All growers will have access to cutting-edge products that provide maximum uptake and utilization by a diverse array of crops while reducing the impact on the environment. Committed field agronomists and scientists strategically embedded within the various growing communities throughout our markets to provide technical field support and product solutions, to help ensure maximum crop yield from one generation to the next.

Our Values

Leadership:

NutriAg guides teams and organizations toward innovative, sustainable solutions for agricultural challenges. It requires a blend of scientific expertise, strategic thinking, and the ability to inspire collaboration between agronomists, distributors, dealers, and growers, quality, and yield.

Safety:

Safety is crucial to prevent environmental contamination, health risks, and crop damage. We educate farmers and workers about safe practices, such as following guidelines for correct application rates, minimizing accidents, and promoting sustainable agricultural practices.

Integrity:

Ethical production involves using scientifically proven methods, sourcing materials responsibly, and being transparent about product composition and performance. By prioritizing integrity, our agronomists, scientists, and our manufacturing group can build trust with farmers and consumers while promoting sustainable, efficient agricultural solutions, and practices.