

Farmers Take Back Control: FuelPositive's Green Ammonia Revolution

written by InvestorNews | October 15, 2025

October 15, 2025 – In a world where half the global population depends on nitrogen fertilizers that come with a heavy carbon cost, [FuelPositive Corporation](#) (TSXV: NHHH | OTCQB: NHHHF) is rewriting the rules of agricultural production. “Nitrogen is one of the most essential inputs for farmers around the world,” said Ian Clifford, CEO and Chair of FuelPositive, in a recent interview with *InvestorNews* host Tracy Hughes. “The production of synthetic nitrogen feeds half of the world’s population, but unfortunately, it’s also one of the most carbon-intensive manufacturing processes on the planet.”

Clifford’s company is tackling one of modern agriculture’s most entrenched problems—how to feed billions sustainably—by moving fertilizer production from massive, petroleum-fueled plants to the farms themselves. “Our business model is to build systems that live on the farm, with the farmer,” he explained. “These systems are designed to provide this essential and critical input—ammonia—right on the farm. That means farmers own the means of production, they own the output, and they always have a very clear line of sight on the cost and supply of their nitrogen.”

The company’s first full-scale demonstration system, the FP300, is installed on an 11,000-acre grain farm near Winnipeg, Manitoba. Once fully activated, it will produce 100 metric tonnes of green ammonia annually, powered entirely by sustainable electricity. Each tonne produced prevents up to two tonnes of CO₂ emissions. The system serves as the foundation for

FuelPositive's next model—the FP1500—capable of producing five times that amount. “Right now, we have our first full-scale demonstration system on a farm in Manitoba,” Clifford said. “This \$5 million LIFE financing we’re doing right now is designed to fully complete the activation of that first system and then run it through its demonstration phase over the next six to twelve months.”

Farmers have been quick to express interest. “We’ve got dozens of farmers lined up to purchase systems, but they need to see the system running before they make that commitment,” Clifford noted. The Manitoba government has also shown strong support for the project, though Clifford pointed out that the timing of their funding programs doesn’t always align with a company in transition. “Raising government money at this stage of our development is a real challenge because we’re between the research and development phase, which is relatively straightforward to fund, and the commercialization and manufacturing stage,” he explained. “So, we decided to go back out to the market with a LIFE financing—available to all Canadians—and raise the capital that way.”

FuelPositive's decentralized model is as much about independence as it is about innovation. Traditional ammonia production relies on centralized refineries that ship globally, leaving farmers at the mercy of volatile pricing and unpredictable supply chains. Clifford's approach upends that system by giving producers direct control of their fertilizer and fuel inputs. “It’s all petroleum-based,” he said of conventional methods. “So it has a very significant carbon footprint, and again, it’s centralized production.”

As FuelPositive prepares for the activation of its first unit, the stakes are high. “The big step will be the activation of the system—getting it fully up and running at full output,” Clifford

told Hughes. “Then, all of the data collection, inspections, and certifications will take place in real time over the coming months. We’ll see the performance of the system, and through that, we’ll also see the conversion of farmer interest into actual sales.”

Momentum appears to be building. According to FuelPositive’s latest corporate update, the company has launched an updated website, released a French version of its offering document, and reported strong investor interest in its ongoing financing. “We’re super excited with the response we’re getting so far—it’s been great,” Clifford said with a smile.

For a company whose mission is to make farmers self-reliant and environmentally resilient, the message is clear: the era of decentralized, zero-carbon fertilizer production may finally be at hand.

To access the complete interview, [click here](#)

Don’t miss other InvestorNews interviews. Subscribe to the InvestorNews YouTube channel by [clicking here](#)