

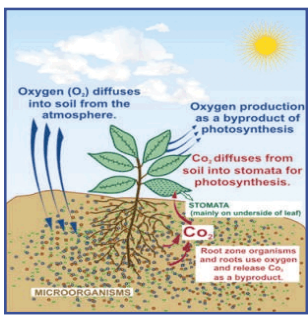
Conventional vs. Humus Based



Forcing Plants to Grow

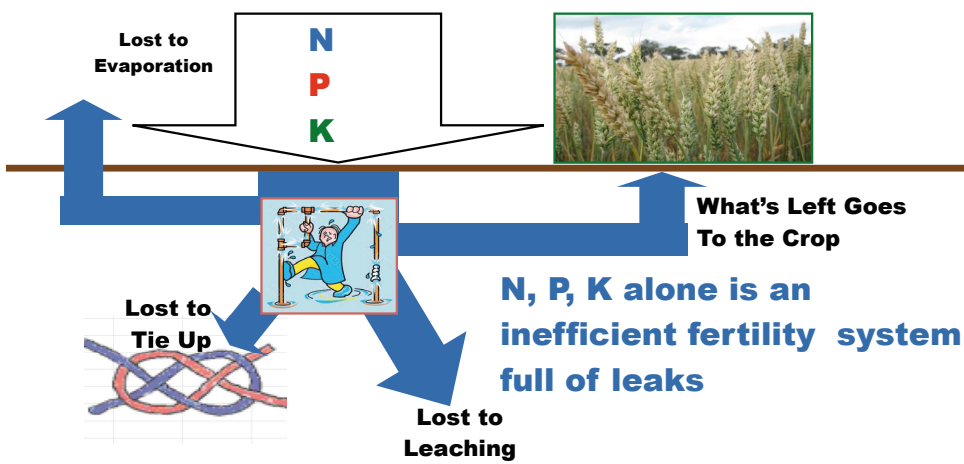


vs.

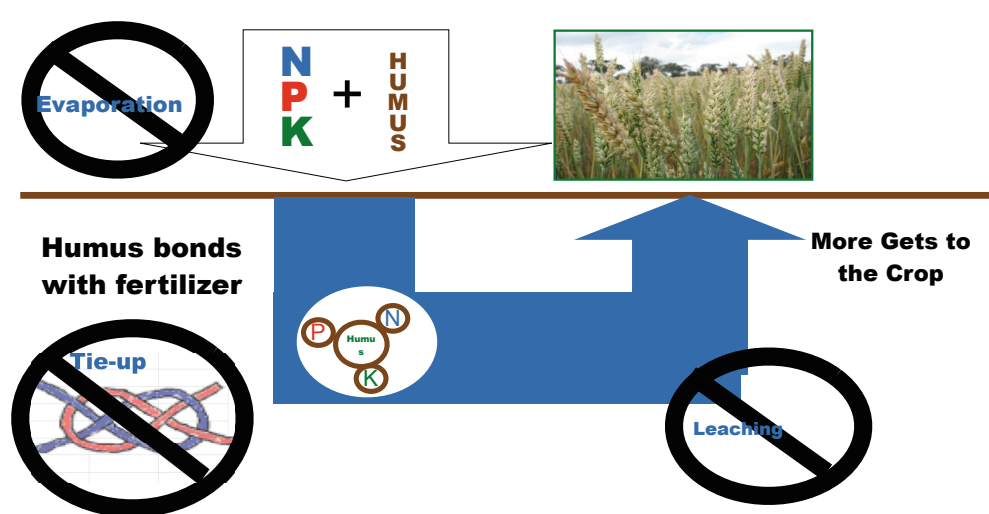


Allowing Plants to Grow and Reach their True Potential

Conventional N P K Ag is Inefficient

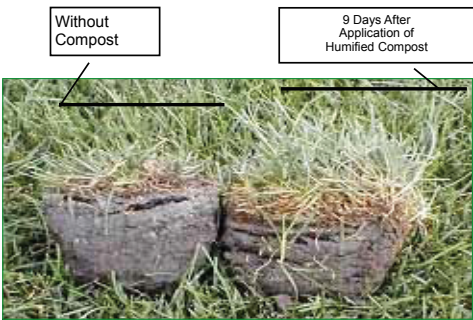


Humus Keeps Nutrients from Being Lost



Results Start in the Roots!

Beneficial microbes help grass roots absorb more nutrients which in turn increase turf health.



The Downward Spiral

- Plants N, P, K fertilizers are applied
- Balance slips
- The natural defense mechanisms become weakened
- Weeds, insects, and diseases appear
- Money is spent on herbicides, pesticides, and fungicides
- Initially the pests are killed -- along with the microbes
- Without microbes, fertilizer becomes unavailable
- Plant health suffers
- Pests adapt to the poisons
- The \$olution: -- \$pend more N and the latest chemicals
- The soil goes out of balance, natural defenses weaken
- Maintenance costs rise while plant health declines

The Upward Spiral Opportunity

- Plants are fed with a balanced program of Humus and nutrients
- The soil moves toward balance
- Natural defense mechanisms become stronger
- Weed, insect, and diseases pressures ease
- Money spent on the "cides" declines.
- The microbes that defend against disease increase
- Fertilizer become increasingly available
- Plant health increases
- Natural microbial defenses adapt to "bad microbe" changes
- The \$olution is NOT to \$pend more on fertilizer, and the latest chemicals, but leverage nature's principles
- Soil reaches balance, natural mechanisms strengthen
- Maintenance costs decline and plant health improves