

Experience
REVOLUTIONARY
GROWTH...



The Energetic Life of Plants

Green plants contain chlorophyll. Chlorophyll takes carbon atoms, mostly from carbon dioxide in the air, and uses the sun's solar energy to "glue" them together into chains. These chains form amino acids, then sugars and carbohydrates, and eventually proteins. This is the food chain for all living things, including plant life.

When plants (and turf) digest this carbon chain food, the carbon chains are broken apart again. As each carbon-carbon bond is broken, the sun's energy is released in a form useable by plants. This energy is the force that keeps them alive.

...DERIVED FROM A PREHISTORIC SOURCE 75 MILLION YEARS OLD!

Discover How The **Rich Earth™** Product Line Can Power Up Your Plants Naturally

Humic Shale Ore, being comprised of the remains of ancient plant material, is an extremely concentrated form of high-energy long chain carbon. When it is added to soil, it provides an energy boost that the plant did not have to produce for itself or for the soil. Rich Earth™ products are abundant in humic acid—your plant's additional "power source."

This additional power source not only provides energy to the plant, it also feeds and energizes living organisms in the soil. As the soil organisms become healthier and more abundant, the soil gets even healthier. As the soil continues to get healthier, the plant grows healthier.

As the plant gets healthier, it becomes more efficient at taking the carbon chains and converting them into amino acids, sugars, carbohydrates and

Today's tightly apportioned budgets, stricter environmental legislation, and water conservation issues challenge the requirements for well-maintained, environmentally and fiscally responsible course management. Rich Earth™ products offer solid, cost effective solutions.

A high level of pure humate is the cornerstone of Rich Earth™ products. Humates create

proteins. Higher protein in the plant makes it stronger, more pest and disease resistant, and better able to withstand stress. The plant itself now becomes an even more efficient consumer of solar energy and a proficient manufacturer of carbon chains.

The plant that once needed help from both fertilizers and pesticides to survive—due to low energy—is now healthy enough to thrive with significantly less from either. Those fertilizers and pesticides—needed to help the plant survive, were simultaneously harming soil microorganisms. By adding Rich Earth™, they can be used in ever-decreasing amounts, until the soil's health is restored.

Furthermore, as the microbial activity in the soil increases, compaction decreases, allowing both water and root to go deeper into the earth. Deeper water doesn't evaporate as readily. This, in combination with lower salt levels and the incredible water-retention capacity of the Rich Earth™ product line, aids in reducing less irrigation efforts.

the capacity for roots to grow deeper into healthier, less compacted soil, reducing soil salt levels while significantly improving water retention.

Rich Earth™ products **do not contain animal proteins, nor high levels of heavy metals** or salts associated with manures or sewage sludge products. Over time, the beneficial effects reduce irrigation and fertilizer efforts.



**IMPROVES SEED
GERMINATION
AND ROOT DEVELOPMENT**

**STIMULATES EXISTING
SOIL BACTERIA**

**INCREASES TRANSMISSION
OF NUTRIENTS**

**BUILDS RESISTANCE TO PESTS,
DROUGHT, AND OTHER
STRESSES**

**WORKS IN CONCERT WITH
OTHER FERTILIZERS AND
REDUCES COSTS**