

**Vitalize,  
TRANSFORM,  
Restore...**



## Directions for Usage

**Lawns | Landscapes | Gardens**

Apply to fertile soil at a rate of  
1 lb. per 100 sq. ft.  
10 lbs. per sq. ft.  
500 lbs. per acre

**Vegetables | Fruits  
Ornamentals**

1 - 2 Tbs. at the bottom of the hole  
dug for planting

**Potted Plants**

5 Tsp. (1 oz.) for each lb. of  
potting soil or per 6" pot diameter

**Broadcast** 250 - 400 lbs per acre

**Sidedress** 75 -100 lbs. per acre

**Turf** 15 lbs. per 1000 sq. ft.

Increase for severe deficiencies

# Rich Earth™ 100% NATURAL MINERAL COMPOST

**As Generous To Mother Nature As It Is To Your Lawn & Garden**

**Rich Earth™** is derived from rare, concentrated Humic Shale Ore carefully mined in Utah, USA. Completely natural, this soil conditioner delivers essential nutrients and over 70 minerals for the vitality of your plant life. Develop a lush lawn and landscape which resists pests and drought, without harsh chemicals. What's more, it's 100% SAFE around children and pets.

Endorsed by nationally renowned golf courses, gardens, and destination sites, Rich Earth™ Natural Mineral Compost is a simple, effective solution to strengthening house plants, ornamentals, and turf as well as cultivating some of the most mineral-rich organic produce available today.

Simple and cost effective to use, Rich Earth™ Natural Mineral Compost is a clean, odorless granular product that leads the industry in price/performance.

**Note:** Rich Earth™ 100% Mineral Compost works effectively alone or as a catalyst for other fertilizer programs. If you have been using chemical fertilizers and want to transition to an all natural lawn, landscape, or garden, we recommend gradually decreasing the use of chemicals by 25% per year and substitute with Rich Earth™.



It can be applied directly to plants without burning them or undermining the life of the soil.

Best of all, conscientious gardeners everywhere can appreciate the gentle impact Natural Mineral Compost has on the earth as a living organism. Unlike chemical fertilizers, Rich Earth™ Natural Mineral Compost poses no threat of soil depletion or run-off pollution. Because the minerals in this exceptional product were part of living organisms at one time, they absorb immediately into existing plant life without compromising surrounding spaces. Choose the naturally gentle answer to Environment-friendly plant production and maintenance.

**The Key Components** in Rich Earth™ humate consist of a collection of three acids—each with a role to play in plant health. Humate helps aerate the soil, improves water retention, and increases cation exchange (electrical energy capacity of the soil).

- ▶ **Humic Acids** (45%) enable plants to extract nutrients from the soil
- ▶ **Ulmic Acids** stimulate and increase root formation and growth
- ▶ **Fulvic Acids** (14%) give plants strength to withstand stresses caused by pests, dry weather, and cutting



50 lb. Bag

25 lb. Bag

20 lb. Bag

5 lb. Bag  
(Plastic or Brown Kraft)

2 lb. Shaker Canister