

# HUMIC



SOIL APPLIED



Wheat NO Humic SC



Wheat WITH Humic SC



Our *Humic* products are biologically active soil feeds. It is a mix of seaweed, humic/fulvic acids and soil conditioners that work to encourage water infiltration through your soil profile, helping to create an environment that both stimulates soil biology and increases rooting.

Humic/fulvic acids act to chelate minerals, holding them in a plant 'available' form. As plant yield is set early on, effective crop establishment is vital.

This establishment translates as an extensive root system of deep roots, branching off into the many fine root hairs that explore your soil and really communicate to the biology within it, maximising the potential of your soil food web by making the most of the nutrients in your soil.

## BENEFITS:

- Releases 'locked-up' phosphate
- Improves compaction therefore deeper more uniform root growth
- Produces more open, aerated soil
- Increases humus development
- Improves water infiltration
- Improves nutrient availability
- Reduces run-off and standing water

RURAL LIQUID FERTILISERS PRODUCT - HUMIC

**BUILD SOIL HUMUS**  
**IMPROVE SOIL STRUCTURE**

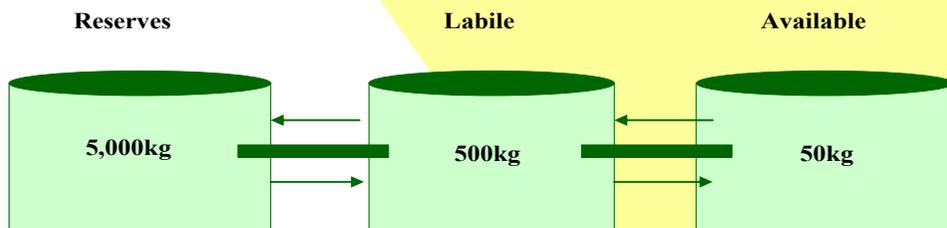
# FEEDING YOUR SOIL

To really make your soil more fertile we need to first improve the structure, i.e. good aeration, water moving freely, then feed the soil with products that actually improve the fertility. Compost, FYM, slurries and cover crops are all good fertility builders but not everyone has access to them and applications can be awkward or expensive.

**Humic** products are applied in a liquid form and should be used as part of your fertility building programme. Quick and easy to apply (it can be applied with glyphosate), this product will feed your soil with simple sugars, humic/fulvic acids, seaweed, trace elements, soil conditioners and an inoculation of beneficial biology.

Soil life is just like you and me, in that it needs air, food and water in the right balance. **Humic** products provide a food source for the biota resulting in the release of phosphate, nitrogen and other elements that plants need to develop a thriving root system.

## PHOSPHATE AVAILABILITY



**Biology helps to move phosphate between pools.**

Humic acids and bio-stimulants boost phosphate availability. Your soils contain tonnes of phosphate but is it 'available' to your plant? If your soil's are wet and anaerobic, then it is unlikely. Phosphate availability is linked to biological activity, so use the **Humic** range of products to feed your soil and start to unlock those phosphate reserves in your soil.



Recent comment sent to our Soil Fertility Specialists Nick Thorp and George Hepburn from a 'first time user' of **Humic SC**:

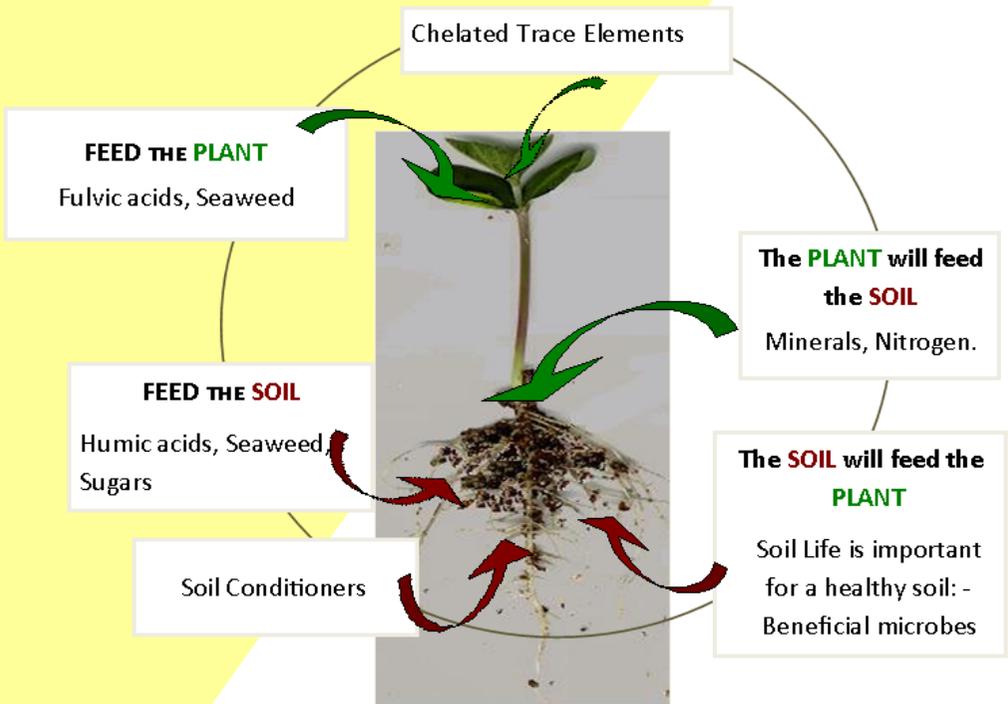
*"Dear Nick and George, I thought you might like to see this comparison on root development between the **Humic SC** treated winter wheat crop vs untreated in the adjacent field (similar soil type). Very interesting and results replicated across the field - obviously not scientifically! Best wishes - Jake"*

**Feed the soil and the soil will feed the plant /**

# FEEDING YOUR PLANT

For an increase in yield potential, the first step is to improve establishment and rooting. With a big root system the plant is able to access much more nutrition, an extra inch of rooting means the plant can access an extra 150 tonnes of soil per hectare. To improve this rooting we need some 'available' phosphate and nitrogen, well structured soil, good levels of soil biology and some key trace elements namely manganese and zinc.

*Humic Plus* helps to address all of these issues, plant foods of fulvic acids, manganese and zinc; soil foods of humic acids, seaweed extract, simple sugars and beneficial biology. The combination of which helps to produce a healthy plant and more importantly an excellent root system, which will stand your crop in good stead for the times when the plant is under stress.



## Humic SCG for grassland

One of the most readily observed results of *Humic SCG* is improved water infiltration rates on grassland. By breaking down the adhesion which produces compaction of soil into rigid structures - particularly into a hard pan layer, *Humic SCG* prepares the soil for much deeper and faster influx of water. The increased penetration of water results in reduced standing water in previously wet areas and decreases the risk of liver fluke.

**Feed the plant and the plant will feed the soil**

# HUMIC Range of Products

## Humic SC - Arable application

**Apply to soil:** Opens up tight soils, releases phosphate to plants. Helps to reduce compaction pan and improve general soil structure and fertility.

Converts organic matter to actual humus which in turn aids water holding and infiltration whilst improving nutrient availability.

Contains humic and fulvic acids in a seaweed base with the full rate of soil conditioner.

**Application: 5 - 10 litres per hectare in (minimum) 150 litres of water**

## Humic SCG - Grassland application

**Apply to grass AND soil:** Especially formulated for UK grasslands *Humic SCG* allows water to flow freely through the soil, improving drainage and water infiltration, allowing your soil's true fertility to improve.

Reduces water-logging, helps with compaction, lessens the risk of Liver Fluke and increases nutrient availability - particularly phosphate.

Contains humic and fulvic acids, a powerful soil conditioner and high rates of seaweed.

**Application: 5 - 10 litres per hectare in (minimum) 150 litres of water**

## Humic Plus - Most suited to arable areas

**Apply to the Soil AND the crop:** Feed the soil to help the biota release phosphate and improve rooting. Stimulate the growing crop with fulvic acid and seaweed to improve rooting and general plant health.

Helps to build soil humus and promote an environment for bacteria and fungi to thrive.

Contains humic and fulvic acids, a high rate of seaweed with essential trace elements, boron, manganese and zinc.

**Application: 5 - 10 litres per hectare in (minimum) 150 litres of water**

## Humic 15 - Arboreal application

**Apply to the crop:** Particularly suited to fruit trees. Humic acid is important for increasing carbon in the leaf; this reduces plant stress especially in drought conditions.

Contains humic acid and seaweed.

**Application: 3 - 5 litres per hectare in (minimum) 150 litres of water**

**Every 2 weeks throughout June / July**

**To find out more or to place an order:-**

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