
More Yield

Another example, testing on flame grapefruit in Ft. Pierce, Florida, showed fruit and juice yields following Iron Humate™ treatment were equal to those of EDDHA chelates. Yet, the cost of using Iron Humate™ was 90% less than chelates, again proving Iron Humate's™ superior price/performance ratio.

TVA (Tennessee Valley Authority), a Federal agency, funded additional citrus studies on Ambersweet oranges, in the Ft. Pierce area. Iron Humate™ treated plots equaled or surpassed traditional iron chelates in canopy diameter, tree height, flush-growth rating and color of flush leaves.

In Spain, Iron Humate™ proved superior to chelate treatment in tests by University Autonoma, Madrid. Navel oranges were the subject and Iron Humate™ produced an **8% higher fresh fruit yield than chelates and 10.4% higher yield than the untreated control group.**

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Straight Talk About Iron Humate

More Yield. Less Cost

Iron Humate™ may be the "best kept secret" in the agricultural industry. As a grower, you need to know about Iron Humate™ and how it can help your production program. Here's why.

Iron Humate™ consists of iron and both humic and fulvic acids. It is inexpensive; costing far less than commercial chelate materials. It is environmentally sound. And it is environmentally correct, too, as it is a byproduct of potable water treatment.

Equally important, it helps produce healthier, more vigorous trees and plants, thus higher yields. Here's how it works.

How It Works

Iron Humate™ works two ways. First, Iron Humate™ provides a slow release and highly effective source of iron, especially on high pH calcareous soils.

Second, Iron Humate™ acts as a growth enhancer because of the organic humic and fulvic acid content. It improves moisture retention in sandy soils. Humates also play an indirect role through their chelation effects and high cation exchange capacity, which enhances plants' uptake of nutrients.

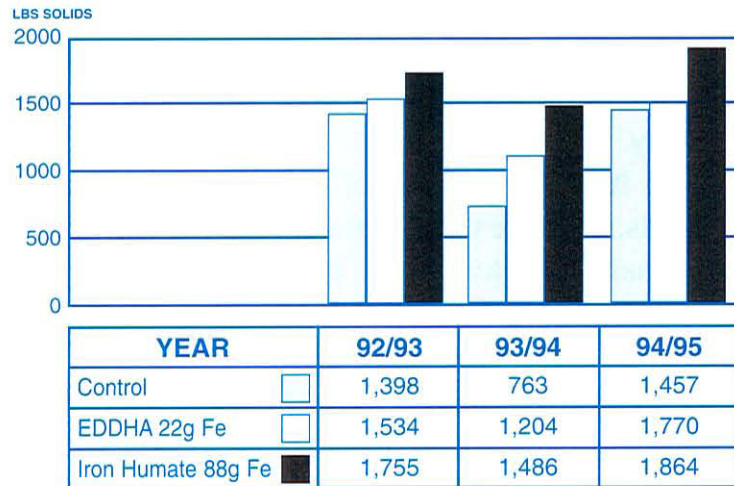
Humates also aid in root development and in stress reduction. In piloting tests, citrus trees were under water stress due to a pump breakdown. All iron chelate treated trees were severely wilted, but none of the trees to which Iron Humate™ had been applied

showed any signs of water stress. This was a remarkable demonstration of the beneficial impact of Iron Humate™ on root water uptake. The experiment was replicated several times and the effect was consistent throughout the plots.

Now look at Iron Humate's™ price/performance ratio and Iron Humate™ is clearly the answer for cost effective iron treatment.

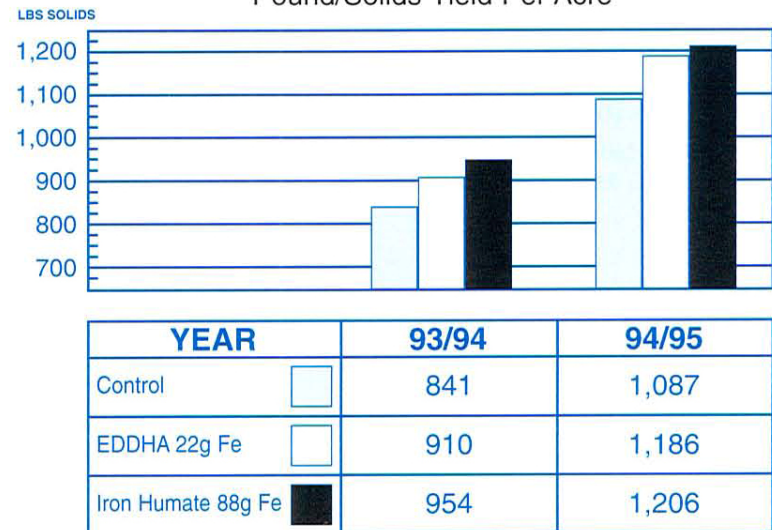
One example is a three-year independent study in Arcadia, Florida using Hamlin oranges on swingle rootstock. Iron Humate™ treated plots were tested against identical plots treated with chelated iron and a control group receiving fertilizer only. Over the three-year period, test results showed Iron Humate's™ superior effectiveness with a clear trend of higher pound-solids.

Effect of Various Iron Source Treatments
On-Hamlin Oranges
Pound/Solids Yield Per Acre



Arcadia, FL/Hamlin on Swingle. Sandy Soil @ pH 7.5-8

Effect of Various Iron Source Treatments
On Flame Grapefruit
Pound/Solids Yield Per Acre



Ft. Pierce, FL/Flame on Swingle. Sandy Soil @ pH 7.8