

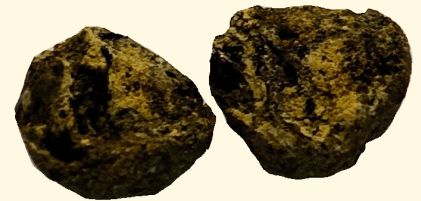
# UNLOCKING YOUR SOILS POTENTIAL



Being sustainable is not just about replacing the nutrients that we have used from the soil it is also about replacing the microbes/biology, carbon and trace levels that we have killed and burnt out of the soil through the use of artificial chemical fertilisers and over tillage.

Artificial fertilisers supply mainly the major elements, Nitrogen, Phosphorus & potassium but not typically trace elements. Produce grown from soils depleted in trace elements will be deficient in nutrients. Human and livestock diets are becoming ill-affected due to trace element deficiency leading to a larger and ever growing reliance on vitamin and mineral supplements. When the all-important Micro and trace elements are deficient in the plant it also reduces the plant's ability to resist disease and pest attack due to loss of strength and structure.

Chemical fertilisers may have a higher analysis but crop nutrition is about what is available to plants via the soils ability to hold and release these nutrients as required. If we feed the soil with the right nutrients in the correct form then plants are able to take what they need and when they need it for the best crop establishment.

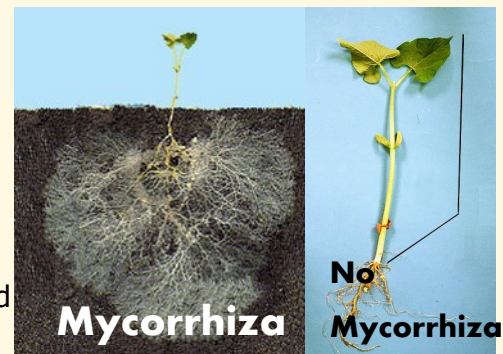


## Here's where you can help.....Biology

Nutrients direct from beneficial crushed parent mineral rock are not in an immediately available form these rock minerals must first undergo chemical changes, Superior Fertiliser products do this through using natural beneficial biology. Over 26 different types of microbes are granulated into our mineral based fertilisers to allow for releasing of phosphorus and other nutrients in our product. Mycorrhiza fungi (VAM), Rhizobium and Bacilli (*Bacillus megaterium*) are the main movers and shakers involved in release of phosphorus from our base products, re-activating accumulated soil phosphorus and minimising nutrient leaching.



For example using Phosphorus in the form of super phosphate tends to lock up in soils where Superior Fertilisers biologically enhanced mineral fertiliser products have the opposite approach. Instead to unlock built up nutrients from the soil by the use of biology such as Bacilli (*Bacillus megaterium* and *Bacillus subtilis*). Improving your soil biology is ultimately a case of a balanced diet for plants, livestock and humans alike.



*Remember the soil holds the key and it has held this for thousands of years.*

*We are not reinventing the wheel but finding  
a way to unlock its full potential.*