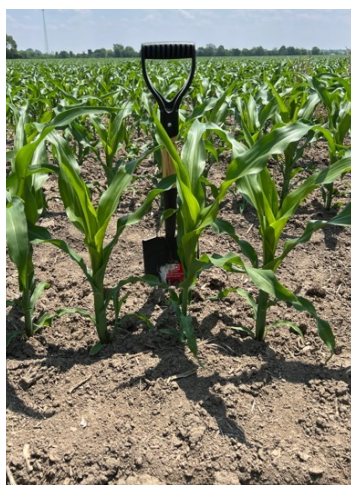


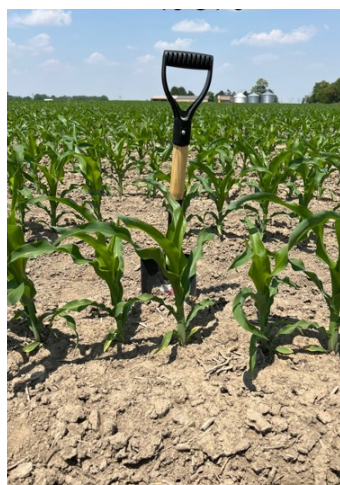
A LIQUID STARTER THAT SIGNIFICANTLY DECREASES COST WHILE DELIVERING MORE PLANT-AVAILABLE PHOSPHORUS.

ABOUT RAPIDBOOST™

Used as a starter or side-dress fertilizer, **RAPID BOOST** delivers as much or more plant-available phosphorus for less cost, less working capital, less wear and tear on equipment and more convenience than traditional synthetic alternatives.



RAPID BOOST



10-34-0

WHY ARE SYNTHETIC FERTILIZERS SO INEFFICIENT AT THE PLANTER? ONLY 15-20% ARE PLANT AVAILABLE

Farmers have always known the best way to build phosphorus in soil is through well-planned, systematic fall applications. Most farmers agree that using phosphorus in-furrow or 2x2x2 applications is not part of their plan to build soil fertility over time. As the graphic below demonstrates, synthetic fertilizers take time to become plant-available. **RAPID BOOST** and **ETHER** can immediately deliver as much or more plant available P to the plant, despite having less total pounds of equivalent phosphorus per application.

TREATED

UNTREATED



WHAT IS ETHER?

ETHER Enzyme Technology protects enzymes by keeping them from degrading too quickly in the soil after application. Maintaining enzyme activity longer increases the efficacy of an enzyme, leading to improved soil and plant health. **ETHER** allows macro and micro elements to be plant available with extreme speed and is a companion product with live biology.

The first enzyme is mannanase, which breaks down starches surrounding the root tip's outermost layer. This chemical reaction increases the flow of water and nutrients to the root zone and sugars in the plant, boosting root growth and increasing microbial activity.

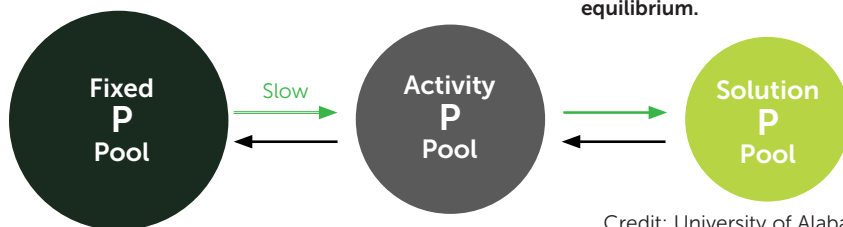
The phosphatase enzyme releases phosphate from organic phosphate sources in the soil, which increases nutrient availability and uptake.

Combining these two enzymes is the ultimate kickstart to deliver big, strong healthy plants fast and foster microbial activity to ensure long-term crop benefit.

PHOSPHORUS POOLS IN THE SOIL

Phosphorus release from fixed pool to active pool occurs very slowly over time.

Whenever the concentration of solution P drops due to plant uptake, P is released from active pool to maintain the equilibrium.



Credit: University of Alabama



WHY FARMERS USE STARTER FERTILIZER

Farmers have relied on synthetic liquid fertilizers for decades to ensure crops get a fast, early start, especially in cool soils. While synthetic fertilizers have delivered tremendous value, massive consolidation of fertilizer companies and limited control of the assets used to transport heavy volumes of liquid fertilizer has led to farmers' inability to control large swings in starter fertilizer costs.

Further, starter fertilizers have traditionally been high in salt content and are difficult to handle, quickly corroding and wearing out handling equipment. These factors limit a farmer's ability to control input costs and best manage their ability to produce a sustainable and consistent return on their investments.



CORN 10-34-0 VS RAPID BOOST+ ETHER™ AT PLANT

