

Change Is Good! Chapter II

Last month's issue continues as a **WORK-IN-PROCESS** with more interesting results each day!

Our story left off with consultant, David Plant, (the man from down-under in the hot house of Arizona) and the success he and his customers are seeing with Growth Products liquids. Baseline Tree Nursery, a Phoenix Arizona grower has 66 acres of containerized trees ranging from 1-gallon to 5 ft. boxes at a value of \$6 million. Imagine four million, 1-gal pots sitting in summer temperatures of 115° under that hot desert sun and ZERO humidity. Phoenix has the country's hottest, driest climate. Under these stress conditions, good water quality and fertilizer salts can be the difference between life and death for trees.



David is always on his toes. While making his weekly visits with his clients, everything gets monitored: soil moisture, tissue analysis, roots, leaf temperature, sap flow and leaf photosynthesis. "Our system is working at Baseline Trees! His nursery is the only one in Phoenix at present, that has green Belt Trees growing through this heat. Most other nurseries either have burnt

product or at the very best, trees and shrubs just holding on."

"Now phytomonitoring is just part of it all. A grower must have a good potting mix, as well as a great low salt index fertilizer manufactured by Growth Products."

David's routine gives him a constant view of the tree's metabolism and what macro and micronutrients the plant is utilizing. David made the decision to change his client's fertility practices from Scott's soluble because of salts (about 132). At that time Baseline was applying 100-ppm nitrogen, but now because of the efficiency of the slow release nitrogen in the 14-7-14, David dropped the ppm rate to 30 – 35 ppm. "THAT SRN STAYS AROUND", he proclaimed. And the nitrogen level in the tissue is higher, even with the 2/3 reduction in ppms.

Not only are David's clients getting better rooting, but the plant quality soared! Container stock that grew only an inch in three months is making it through the 115° heat stress with flying colors (lush green).

Think Scott's is cheap? Not if you do the math. The Scott's product was costing Baseline \$1,800 per month. Growth Products 14-7-14 costs only \$1,000 per month. But let's not forget to mention the increased survival rate and the improved plant quality. What is that all worth? Throw in a few Purple Leaf Plum trees that no

one else can raise in AZ. That raised some eyebrows at a recent Western Plant Propagator's Association tour!

David's program leaves no leaf unturned! (Pun!) He has been applying Growth Products **Companion® Biological Fungicide** every month for two years and now is monitoring the CFU counts (colony forming units). David's scientific curiosity usually starts with a hunch and ends up with new solid facts on why his programs work. But for now the visual effects are there; rooting has improved, and not only is there no disease for the past two years, but there is no algae, and no need to wash and sterilize pots. **This all adds up to a lot of dollar savings!**

It ain't all N-P-K! David checks for sugars in leaf tissue and foliar applies **Essential®** which contains humic acid, gibberellic acid, sugars and L-amino acids just to cover all bases. He has no phytotoxicity and astonishing results. With his Phytomonitor in hand, David has finished another productive day's work.

For more information, call us at (800) 648-7626. You may also visit us on the World Wide Web at www.growthproducts.com. E-mail: questions@growthproducts.com. Faxes may be sent to (914) 428-2780.