

## Change is Good – Chapter I

Set in our ways! It sometimes seems that one of the most difficult things to do is change our habits. When it comes to growing habits, and there are acres of plants at risk, it is even more challenging to change comfortable practices. But change can be both good and an eye opener as well!

**Let's illustrate a real-life story. In the hot, dry climate of Arizona, in walks Consultant, David Plant, with that wonderful Down Under greeting: "G-day" He tells his client that he has to change his growing practices. "Why?" One good reason is that your nursery stock grew only 1 inch in three months. Not good!**

It must be destiny to be named "David Plant" and be a successful consultant to the nursery industry.

David is direct and to-the-point. "Change your entire philosophy! Change your soil mix!" David's new soil mix recommendation contains 50% organic matter, lava stone, some Sand clay and silt. Yes, some real soil! "You're watering too much!" "Do something about your water!" "The water is fowl causing all sorts of nutrient problems," he tells them. In a few cases he tells the grower who intends to propagate his own plants, that he **must install a Reverse Osmosis Unit (RO) to get things growing.**

Water in Arizona is loaded with salt. For those that could afford the investment, the only good solution is an RO unit. A big investment, but one that pays off.

The Arizona soil is another major problem: Caliche ( $\text{CaCo}_3$ ) clay and full of salts. Another constant uphill battle for dozens of large nursery growers trying to supply healthy plant materials to their customers!

For more than 40 years, David Plant has been growing plants and consulting growers with eye opening results, **but what makes this Arizona story more interesting is that David also changed his cultural practices.** At one of his client's locations, David noticed several new products that caught his attention. David became very interested in Growth Products, but David's reputation was at stake and his customer's livelihood is critical. So, after scrutinizing the results of Essential® Plus, Companion® Biological Fungicide and liquid 14-7-14, David tested them.

Constantly monitoring tissue samples at IAS Labs, David began to see impressive lab results, not to mention the improved health and appearance of the plant material.

David did his homework. He wanted to avoid salts completely. He checked the salt index on 14-7-14, which scored a very low 38. 14-7-14 in combination with his new soil mix, and the addition of Essential®

Plus, a rich organic solution, immediately solved problems for his growers. Even chemical salts can be neutralized. Lastly he added microbes to the picture with Companion® Biological Fungicide. **Ta-da....** With this program his growers are able to combat the excessive Arizona salts.

**David was able to prove to himself and his customers that CHANGE CAN BE GOOD!** He started to slowly change some of his other client's fertility practices.

The results and benefits are still racking up points. BaseLine Nursery, a 70-acre establishment has been able to **cut their propagation time in HALF and reduced their plant loss. They have not used any chemical fungicides in a year and no longer need to chlorinate their pots.**

**This all adds up to more production, less labor and more profits!** To be continued..... June 2003, Chapter II

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