



NEWS AS IT HAPPENS



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How to Battle Soaring Nitrogen Costs

There's no getting around the facts ... the meteoric rise in natural gas prices over the past few months has the Green Industry in the midst of some very difficult times.

The current state of affairs is due to a number of factors that include reportedly heavy demand by utility companies who are burning natural gas in their newer power plants. Experts say that while there is not an actual shortage of natural gas, utilities are tapping into valuable reserves. These reserves are at lower than normal levels, and harsher than usual winter conditions are further pushing demand.

The trickle down effect is clear. Home heating costs are rising at rates reminiscent of the energy crisis of the 1970s. Electricity suppliers in California are defaulting on loans because they are unable to buy enough electricity to meet customer demands. And most importantly for the Green Industry, skyrocketing natural gas costs have caused Nitrogen prices to shoot up more than 12% since the summer of 2000!

While there don't seem to be any quick solutions on the horizon, there ARE ways to get the most out of the nitrogen you are applying. As with any commodity for which demand is high (and the prices are higher!), optimizing what you actually have is an absolute imperative. With no room for error or waste, efficiency for your dollar becomes more important than ever before.

You're probably wondering how the Growth Products line of liquid slow release nitrogen (SRN) fertilizers fits into this equation...

To begin with, Growth Products SRN comes in crystal clear solutions that are totally available for uptake by the plant. This allows for a truly even application - in stark contrast to the often "scatter shot" nature of granulars.

Growth Products liquid SRN also resists leaching due to its extreme stickiness, and is quite adept at adhering to leaf surfaces and soil particles. As a result, it remains available for use as needed by your plants. This helps to avoid the severe dips in the amount of nitrogen that is available for use by the plant.

These tacky qualities also provide your plants with the benefits of "dual efficiency." In fact, testing has proven that foliar application is a highly effective means by which to apply nitrogen, phosphorus, and potassium. All three macronutrients are taken in through the leaf tissue. Time and time again, trials have shown that N is absorbed at a rate 2 to 3 times greater through the leaf tissue than via the soil.

Another reason that we stand out among the crowd is that better quality ingredients equal better results. We use only food/ technical grade raw materials. Besides making all of our products safe for the environment and agronomically sound, this also means the user gets more for their money without the impurities that come with lesser grade materials.

Growth Products' signature Nitro-30 (30-0-0) SRN contains short and medium-chained methylene urea polymers. It is made up of carbon, nitrogen, oxygen, and hydrogen bound together in complex molecular chains that require heat, moisture, microbial activity, and UV radiation to break apart.

As this occurs, nitrogen is slowly and evenly released to the plant over a period of up to five weeks. This translates into better efficiency from the nitrogen you apply AND longer application intervals to boot!

To learn more about any of the products in the Growth Products Line, call us at (800) 648-7626. You may also visit us on the Internet at www.growthproducts.com. Our E-mail address is questions@growthproducts.com. We may also be contacted via fax at (914) 428-278