



Regenerative Agricultural Crop and Livestock Systems and Environmental Stewardship

STOP LOSING FERTILIZER DOLLARS

Runoff, leaching and volatilization can waste 40% to 60% of the fertilizer you apply, according to some estimates. What if you could get much closer to 100% fertilizer efficiency?

It's time to look at Ferticell® sustainable products. "We're four times more efficient than synthetic fertilizer," said Emily Rogers, Midwest regional manager for Ferticell, which works with ProfitProAG. "Ferticell offers 98% plant availability."

A single-cell algae extract powers this unique technology, which two Russian scientists took to market 40 years ago. "Ferticell products contain empty, plant-viable cells, and we add the nutrients," Rogers said. "It's plants feeding plants."

The single-cell algae are carbohydrates—sugars, to be precise. Ferticell products are also chloride-free. "'No need to be so salty' is my phrase," Rogers said. "Ferticell can reduce the fertility input salt index by 42% or more."

The concentrated fertilizers in Ferticell don't require mineralization for uptake, like traditional fertilizers. Since crops aren't expending the energy that's usually needed for this conversion, this makes Ferticell products immediate, easier, and better for use by the plant.

These liquid products can be absorbed through plants' leaves or roots. "We're plant food, not soil food," said Rogers, who added that Ferticell



products don't kill bugs or hurt beneficial microbes.

Once Ferticell products are absorbed into the plant cell, its microscopic cells attach themselves to individual plant cells to transfer the nutrients. The fertilizer is rain-fast within two hours of application. The nutrients are active

within three hours of application. "Ferticell nutrients are more plant-available than water," Rogers said.

Unleash the power of plants feeding plants

Ferticell can provide individual nutrients from phosphorus to potassium. "We can offer N, P and K in individual jugs," Rogers said. "We also have water-soluble powders. Everything we have is wet or made to be wet."

Ferticell™ Explorer™ Liquid 10-0-0, for example, is an organic liquid nitrogen fertilizer. Half a gallon of 10-0-0 is the equivalent of 10 gallons of 32% N. "Our products are super concentrated," Rogers said.

Each Ferticell nutrient has a core plant foundation. Ferticell nitrogen, for example, is hydrolyzed soy protein. Potassium is made from fruit rind ash. Ferticell also offers micronutrient packs and fulvic acid, which helps nutrients move through the plants.

Ferticell products have been available in America for 20 years. They are widely used in the Southwest, where growers produce fruits and

vegetables. Ferticell products can also provide a practical solution for Midwest row-crop growers.

“A lot of Midwest farmers are front-loading nutrient applications with management practices like fall anhydrous ammonia,” Rogers said. “That’s like feeding football players at 7 a.m. and not feeding them again. We are encouraging and enabling growers to feed plants throughout the growing season.”



Ferticell products break those barriers. Ferticell nutrients can be safely tank-mixed with other products, including herbicides and fungicides, so you don’t need to make a separate pass.

Ferticell can also be part of a practical part of ProfitProAG’s Recipe for Success, specifically Phase III In-Season. “This is the stay green to the finish

phase,” said Dennis Klockenga, a Certified Crop Adviser (CCA) and crop management consultant with ProfitProAG. “It helps mitigate plant stress, which is critical when the reproductive phase of yield development begins.”

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Foliar application of nutrients, energy and stress-reducing technology builds resilience and uniformity in a crop-production system. The end result is increased seed numbers, weight and nutrient density in grains. Forages show improved nutrient content, energy, taste, storability and reduced mycotoxins.

Control the controllables

While there’s a lot you can’t control in farming, like the weather, commodity prices, or fertilizer prices, there are a lot of things you can control. Klockenga and the ProfitProAG team are ready to help you develop a customized “Recipe for Success” that improves nutrient efficiency and return on every fertilizer dollar.

Ready to Improve Your Fertilizer ROI?

- ✓ Reduce nutrient losses
- ✓ Increase fertilizer efficiency
- ✓ Build a customized fertility plan

Contact your ProfitProAG crop consultant today to discuss your operation:

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