

SIMPLY HUMIC

Pure, Raw, Natural, Organic Humic Acid

DESCRIPTION

- Naturally occurring 100% organic compound – no chemicals, no additives
- Millions of years in the making, from Leonardite coal
- Alberta Humic Acid with Fulvic Acid is the highest quality in the world
- Mined in Alberta, Packaged in Alberta, by an Alberta farm family company
- Varies in color from brown to black, does not denote quality
- Screened for ease of application by hand or broadcast spreader
- Most affordable source of pure Alberta Humic anywhere
- Convenient 10kg bag will service most household lawns or large vegetable gardens

BENEFITS

- Great for lawns, gardens, flowers, trees, shrubs, fruit trees, potted plants
- Improves yields (vegetable, fruit and flower)
- Stimulates microbial activity
- Minimizes compaction
- Breaks down hard-pan clays
- Increases aeration
- Stimulates root growth
- Helps balance pH
- Increases water retention – holds 7x its weight in water
- Breaks down salts
- Improves sandy soil structure to enhance growth
- Creates an inhospitable environment for dew worms – no more speed bumps!
- Improves chelation properties to help extract important nutrients
- High carbon content
- Improves soil health to its optimum
- Stronger cation exchange capacity
- All backed by years of scientific (lab and field) studies

APPLICATION

- Apply any time of year, or multiple times per year
- May be top-spread, does not need to be worked into the soil
- Over-application will not harm growth
- Children and pet-friendly
- Spread by hand, broadcast or roll-spreader
- Can be combined with fertilizers
- May lead to minimization or elimination of fertilizer
- Does not spawn algal growth in natural waterways
- Most effective on soils that have deficiencies
- Application rates suggestions only, will depend on how deficient the soil is

PROVE IT TO YOURSELF

- Perform a test area to compare with and without Humic
- Check test areas (including examining roots) after 3, 6 and 12 months
- Soil healing is a biological process which takes time to address growth deficiencies. Simply Humic is providing the right conditions for Mother Nature to begin that healing

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Agricultural Merits

1. Enhance Soil Fertility: Improves soil structure, increasing nutrient availability for plants.
2. Nutrient Retention: Chelates essential minerals (e.g., iron, zinc), preventing nutrient leaching.
3. Increase Water Retention: Enhances capacity, reducing irrigation needs, especially in sandy soils.
4. Stimulate Plant Growth: Promotes root development, seed germination, and overall plant vigor.
5. Improve Nutrient Uptake: Facilitates nutrients into plant cells, boosting efficiency of fertilizers.
6. Buffer Soil pH: Helps maintain optimal soil pH, making it suitable for a wide range of crops.
7. Reduce Soil Erosion: Improves soil aggregation, stabilizing soil particles and reducing erosion.
8. Enhance Microbial Activity: Rich carbon source for microbes, fostering a healthy soil microbiome.
9. Mitigate Nutrient Deficiencies: Supplies trace elements and corrects deficiencies in plants.
10. Reduce Fertilizer: Increases fertilizer efficiency, potentially lowering the amount needed.

Environmental Merits

11. Heavy Metal Detoxification: Binds heavy metals in soil and water, reducing their toxicity and bioavailability.
12. Pollutant Degradation: Breaks down organic pollutants, such as pesticides, in contaminated soils.
13. Carbon Sequestration: Contributes to long-term carbon storage in soils, aiding climate change mitigation.
14. Water Purification: Removes contaminants from water by binding organic and inorganic pollutants.
15. Soil Remediation: Rehabilitates degraded or contaminated soils, restoring their productivity.
16. Reduce Salinity Stress: Mitigates the negative effects of high soil salinity on plants.

Plant Health Merits

17. Boost Stress Resistance: Enhances plant tolerance to drought, salinity, and extreme temperatures.
18. Improve Photosynthesis: Increases chlorophyll content, leading to better energy production in plants.
19. Enhance Disease Resistance: Strengthens plant immunity against fungal and bacterial pathogens.
20. Promote Flowering and Fruiting: Improves reproductive growth, leads to higher yields, better-quality.

Health and Industrial Merits

21. Antioxidant Properties: Neutralizes free radicals, benefiting human/animal health via supplements.
22. Anti-inflammatory Effects: May reduce inflammation in medical and veterinary applications.
23. Immune System Support: May enhance immune responses in.
24. Detoxification in Animals: Binds toxins in the digestive system, reducing absorption in livestock and pets.
25. Feed Additive: Improves nutrient absorption and growth rates in livestock when added to animal feed.
26. Antiviral/Antibacterial Properties: Potentially inhibit pathogens, useful in health supplements or agriculture.
27. Cosmetic Applications: Used in skincare products for its antioxidant and detoxifying properties.
28. Industrial Applications: Acts as a natural flocculant or stabilizer in various industrial processes.

Economic and Practical Merits

29. Cost-Effective: Reduces the need for chemical fertilizers and pesticides, lowering input costs.
30. Sustainable: Derived from natural sources, making it an eco-friendly alternative to synthetic inputs.
31. Versatile Application: Can be applied as a soil amendment, foliar spray, or seed treatment.
32. Long-Lasting Effects: Remains active in soil for extended periods, providing sustained benefits.

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