

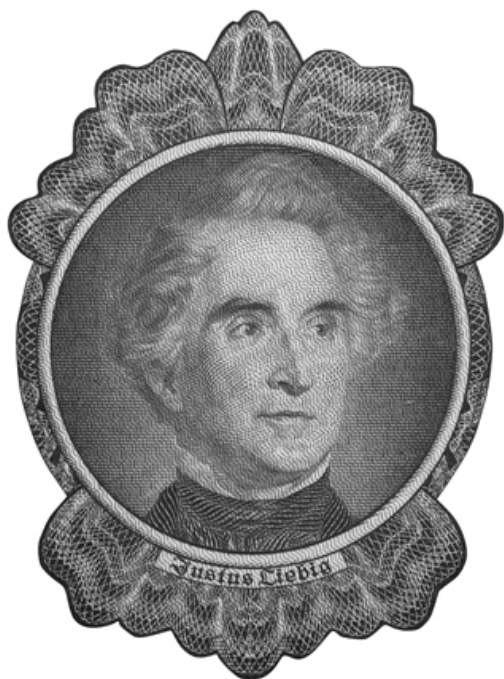


THE LAW OF THE MINIMUM

What AZOMITE® does can be explained through the “Law of the Minimum”, a theory developed by chemist Justus von Liebig; whose contributions to agricultural and biological chemistry earned him the moniker of Father of Fertilizer. Liebig’s Law states that plant growth is determined by the scarcest (or minimum) nutrient available to it. Illustrated by Liebig’s barrel (below).

Without all of the required nutrients available in a soil environment, its resident plant life will not reach full potential. Conventional fertilizer programs focus on macronutrients like Nitrogen (N), Phosphorous (p) and Potassium (K). However, if one of the many essential trace elements is deficient in its soil, the plant will not perform at its optimum, effecting yield and immune function.

The AZOMITE® mineral deposit can help replenish depleted soils to a more vibrant, nourished state — naturally.



Minimum

