



THE DIRT!

SOILBIOTICS COMPANY E-NEWSLETTER

SEPTEMBER 2021

SOIL BOOST Fall Discount Program

It's time to lock in your order for one of our most popular products, **Soil Boost**. This is a high-quality Humic Acid product in rough granular form that is broadcast post-harvest (and also pre-plant) as part of a regular, sustained soil health program. It contributes to better soil health by improving soil crumbling, increasing aeration, improving water retention, and reducing leaching of soil nutrients.

Starting October 1 and running through the end of November 2021, we are offering a special Fall discount of 5% off any order for Soil Boost, regardless of order size. No other discounts apply to this special offer. Soil Boost is available in 50 lb. bags or 1-ton bulk bags.

So, mark your calendars or set your digital reminder for October 1st and don't miss this opportunity!

This Month's Humic Feature

Solving Clay Soils

Soil with high clay content can become so dense and compact that it will resist plant rooting. This usually happens for one of two reasons:

First: the percentage of clay in the soil is so high that the positive charge on the edge of the clay particle combines with a negative charge on the flat surface of another, forming a tight bond.

Second: excess salt in the soil caused by over use of fertilizers has neutralized the negative electrical charges which normally cause clay particles to repel each other.

Humic substances have both positive and negative charges. Application of these substances to dense clay soil will cause the clay particles to stand on end, thus allowing water penetration. By changing the polarity of particle surfaces they cause the particles to repel each other. This also helps segregate and remove salts from the particle surface.

This process is called protective colloidal action. With continued applications of humic substances as part of a long-term soil health program, loosening of the soil becomes more and more evident with each crop.

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