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## WHAT IS RURAL BOSS & WHY DOES IT WORK SO WELL?

What makes Rural Boss Bio Fertiliser work so well in achieving outstanding results on crops, tree crops and pasture is an interesting question. There are so many factors involved, many of which are due to the role of the various components that make up this highly effective liquid fertilizer, their individual attributes in growing healthy plants and soil. There are numerous other factors though involved in the products success, many of which are due to the synergistic effect of two or more of the components working together, a 1+1=3 effect. Following is a description of the physical components, followed by an understanding of what else is happening when you use Rural Boss.

### Complete Balance of Nutrients...

Rural Boss is developed from specially selected, *naturally composted* (no Ultra High Heat Treatment) chicken manure blended to our specific requirements. Chicken manure is particularly chosen for its high nutrient availability. The composted manure is put through our unique, patented, process of aerobic fermentation. Added to that process is our Microbial Balancing Technology (MBT), a blend of carefully selected microbial inputs and other ingredients introduced at various stages of the manufacturing process. This results in a highly refined, biologically active, high carbon and pH neutral liquid with a complete balance of macro and micro nutrients. Once chicken manure is naturally composted and treated with our biological blend, it can be used on any plant without fear of burning plants or creating nutrient lock up as raw chicken manure or straight compost can often do.

### Microbial Balancing Technology...

Rural Boss is a bio fertiliser with a special blend of microbial inputs developed over many years of research that includes a range of beneficial bacteria, algae, fungi (Endo & Ecto Mycorrhiza), nematodes and protozoa.

### Soil & Plant Health...

This MBT combination helps build soil micro-flora and thereby, soil health. The importance of healthy soil and a *complete balance of plant acceptable nutrients* has been well documented by many experts over the years and includes benefits such as those evidenced in independent trials run using Rural Boss by Dr Rogers of Applied Horticultural Research (see results on the last page), Researchers have also found that the use of highly refined bio fertilisers such as Rural Boss can reduce production costs by supplementing inorganic/chemical fertiliser and other input use through promoting improved soil microbial populations, including free-living nitrogen fixing bacteria such as *Azotobacter*, improving nutrient uptake through better root development.



## Core components of Rural Boss that make it so effective...

**Naturally Produced and Organically Certified** – making it completely safe for you, your workers as well as safe and nutritionally rich for animals and food consumers alike.

**Aerobically Activated** – The process of aerobic activation during the manufacture process has proven to extract the highest amount of nutrients from any base material. It actually potentiates the nutrients extracted, similar to the process of succussion (vigorous shaking) used to create a potent mother tincture in Homeopathy.

**Pathogen Free** – Free of nasty pathogens such as e-coli, listeria and salmonella.

**pH Neutral** – Allowing for easier absorption of nutrients through the foliage and soil

**Foliar Application** - University research trials show that nutrient uptake via liquid foliar fertiliser application is 10 times more efficient than soil application. What the foliage doesn't absorb, falls onto the soil.

**Soil Correction** – Soil pH and nutrient/biological balance will also occur over time. Additional carbon is also added with each use of Rural Boss. Biology has shown to clear up contaminated soils also.

**Biological Carriers leads to Cost Savings** – Although it appears to go against logic, the mixing of fungicides, pesticides and herbicides with Rural Boss Bio Fertiliser helps the uptake/absorption of the fungicide, pesticide and/or herbicide, with less usage required less often.

**Pest & Disease Resilience** – is increased with the use of Rural Boss Bio Fertiliser. Weak plants produce simple sugars and are more attractive to pest & disease. Rural Boss helps plants develop complex carbohydrates, improved cell structure and stronger immunity for greater pest and disease resistance.

**Climatic Variation & Water Efficiency** – With increased traffic and availability of required nutrients and biology to plants, water usage is more efficient, enabling plants to thrive for longer in dry conditions. Also, the little burrows created by the trillions of critters in healthy soil, creates easier transportation of water.

**Synergy** – There is a symbiotic relationship between soil microbiology and nutrient delivery to plants. When a healthy soil microbiome exists and nutrients are in a balanced and available form as they are with use of Rural Boss, the microbes and nutrients work together for more efficient nutrient delivery and usage by plants.

**Mycorrhizal Fungi** – Rural Boss increases Mycorrhizal Fungi colonies, which again leads to more efficient delivery of, and usage of, nutrients and biology to plants as well as better communication between plants as has been recently found

**Filtered** – Guaranteed no blocked lines or jets in spray equipment due to Rural Boss refined filtering.

## Some Other Benefits Users tell us about Rural Boss...

Increased yield, longer harvest period, higher brix, increased nutrition, more uniform crop, thicker ground cover, improved soil health, increased germination and seedling/runner strike, quicker stubble breakdown, greater resistance to pest and climatic variation, better water efficiency, less nutrient lock up, reduced costs by reducing usage of other inputs, improved animal health etc.

We have lots of fantastic user testimonies, many of which can be seen on our website

[www.ruralboss.com.au](http://www.ruralboss.com.au)



## Independent Research Trials...

The most significant independent testing of our product comes from trials run by Dr Gordon Rogers. Dr Rogers is the principal of Applied Horticultural Research (AHR) and an adjunct Professor of Horticultural Crop Physiology with the University of Sydney, Australia. He has a PhD in crop physiology, and 24 years' experience in agronomy and crop physiology, with strong links to industry. His summary findings on trials he conducted across a broad spectrum of crops using Rural Boss are as follows.



### Applied Horticultural Research

Advancing horticultural innovation through research and communication

**Plant health** is considerably improved with plants growing with greater vigour, remaining healthier and exhibiting enhanced capacity to resist pests and diseases without the need to apply protective substances.

**Colour, taste and texture** of produce grown with Rural Boss are considerably enhanced, with improved brix (sweetness and flavour of produce), firmness of flesh and better texture.

**Production levels (Yields)** are significantly improved, typically by 33-50% and in some cases by as much as 100% (bananas).

**Harvesting periods** during which plants bear crops of harvestable quality are improved by as much as 25%

**Shelf life** of products grown with Rural Boss is much improved with some crops showing an increase of up to 100% (broccoli) during normal storage.

Bought to you by:



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