



BioNutrition – The Next Generation of Fertilization

The fertilizer revolution at the end of World War II led to significant increases in plant and crop production. The industry believed that the miracle of synthetic nutrients would feed the world. And it did. However, the tremendous damage these chemicals did to the soil's ecosystem was not understood at the time. It was not anticipated that continually increasing application rates of synthetic fertilizers would be necessary to achieve the same results. Over-application led to the depletion of soil and the killing of natural predators which resulted in an increase of harmful diseases and insects. Of course, the industry's response to increases in disease and insects was to develop and introduce toxic insecticides and fungicides around our homes and in our water.

Fertilizer and nutrition technology has evolved rapidly over the last few years. The emerging field of BioNutrition addresses the need to provide safe, natural, and effective solutions to our challenges for growing in less than ideal environments. Revolutionary advances in the understanding of soil ecology have changed the way we think about plant nutrition. Far from the outdated perception that '16-16-16 is the only thing plants need to live', a good soil or growing medium is a far more complex web of minerals, trace elements, bacteria, fungi, worms, insects and much more. Encouraging an environment for this intricate system to work synergistically and to allow plants and landscapes to thrive is what Green As It Gets Inc. and BioNutrition is all about.

Poor performance, mediocre growth, and having to replace plants in your landscape are treatable symptoms of a deficient soil. Caring for and feeding the total needs of the soil environment builds a more self-sustaining living soil that naturally provides what your landscape needs to thrive. Our Soil Treatment products TurfMax and GardenMax address the complete and total needs of the soil environment. Each one of the over fifty different ingredients that comprise our Soil Treatments is an integral and synergistic part of the treatment that helps to maintain the balance needed to create the optimum growing environment.

Green As It Gets Inc. is proud to be the leader in BioNutrition. As part of our commitment to the total needs of the soil environment, our soil treatments currently contain 20 varieties of Beneficial Bacteria as well as 19 varieties of Mycorrhizae. These safe and natural organisms work with Mother Nature to provide many benefits to your landscape. Some of these microscopic "work horses" aggregate the soil providing air spaces for the roots to grow. Others actively transport nutrients and water to the roots so the plant can use them. Other varieties extend the root system by a factor of 100 to 1,000 fold allowing much improved fertilizer and water uptake. Still, others are able to capture nitrogen out of the air and supply a plant with a whopping 30% of its nitrogen requirements. Suppressing disease-causing bacteria, fungi, and nematodes are a few more benefits these amazing Beneficial Bacteria and Mycorrhizae can provide.

It is important to understand that BioNutrition is not a matter of adding soil biology and walking away. We must also take care of the environment in which they grow to ensure that they live and multiply. This means, we need to provide them with food necessary to allow them to do their job.

TurfMax and GardenMax address these concerns by providing a large amount of carbon so that the bacteria can live and multiply over an extended period of time. Added pH adjusters ensure that the soil pH is a proper living environment. A very safe controlled-release nitrogen source allows for sufficient root growth for the Beneficial Bacteria and Mycorrhizae to attach. In short, we control the variables for success. It is in this way that you can rest assured that the Green As It Gets Inc. products will work, and they will work in every situation.

This is success by design.