



HUMMA™
GRO®



**World Conference
2016**

**Thank you to all of the
HUMA GRO[®] team**

- We are here to share information, ingest and digest more knowledge about MCT, and become better sales reps and distributors.
- I want to share what has worked for me in the past to convince a farmer that HUMA GRO® is the solution over conventional fertilizers. However, this is still an ongoing task.
- This could not be done without all of us being involved.
- I think you need a good true story, and I hope this convention helps you to develop your own story.
- Talk to all the people you can and ask everything; there is no such thing as a stupid question.

- How we started selling
- How we evolved from one explanation to another
- How we are convincing farmers now through a technical sales level
- What we do
- Talk about micropores and humic acids (confirmed by DR. MIR)
- The story
- Technology
- The benefits, advantages
- Illogical thoughts of a farmer

How can we help and convince
Farmers that Huma Gro[®] is the SOLUTION
and not an option?

This helps



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**We are creatures of habit;
we do not like change,
but as part of the HUMA GRO[®] family
we need to convince and show
farmers that change is good
for all, all the way to the consumer.**

My short sales pitch from 2009

FIRST HAND MOVEMENT TECHNIQUE

Justin introduced me to Eduardo Sanchez

Who gave me the second way of explaining TMC.

SECOND: Cation exchange capacity and molecular size matters.

Ácido Humico
1,000s de
Anillos de Carbono

30,000 a 100,000
masa molecular

CIC 500 - 800

Ácido Fulvico
100s de
Anillos de Carbono

3,000 a 10,000 masa
molecular

CIC 800 - 1500



Tecnología Micro Carbono™

1 to 6 Anillos de Carbono

> 500 Masa Molecular

CIC 2500

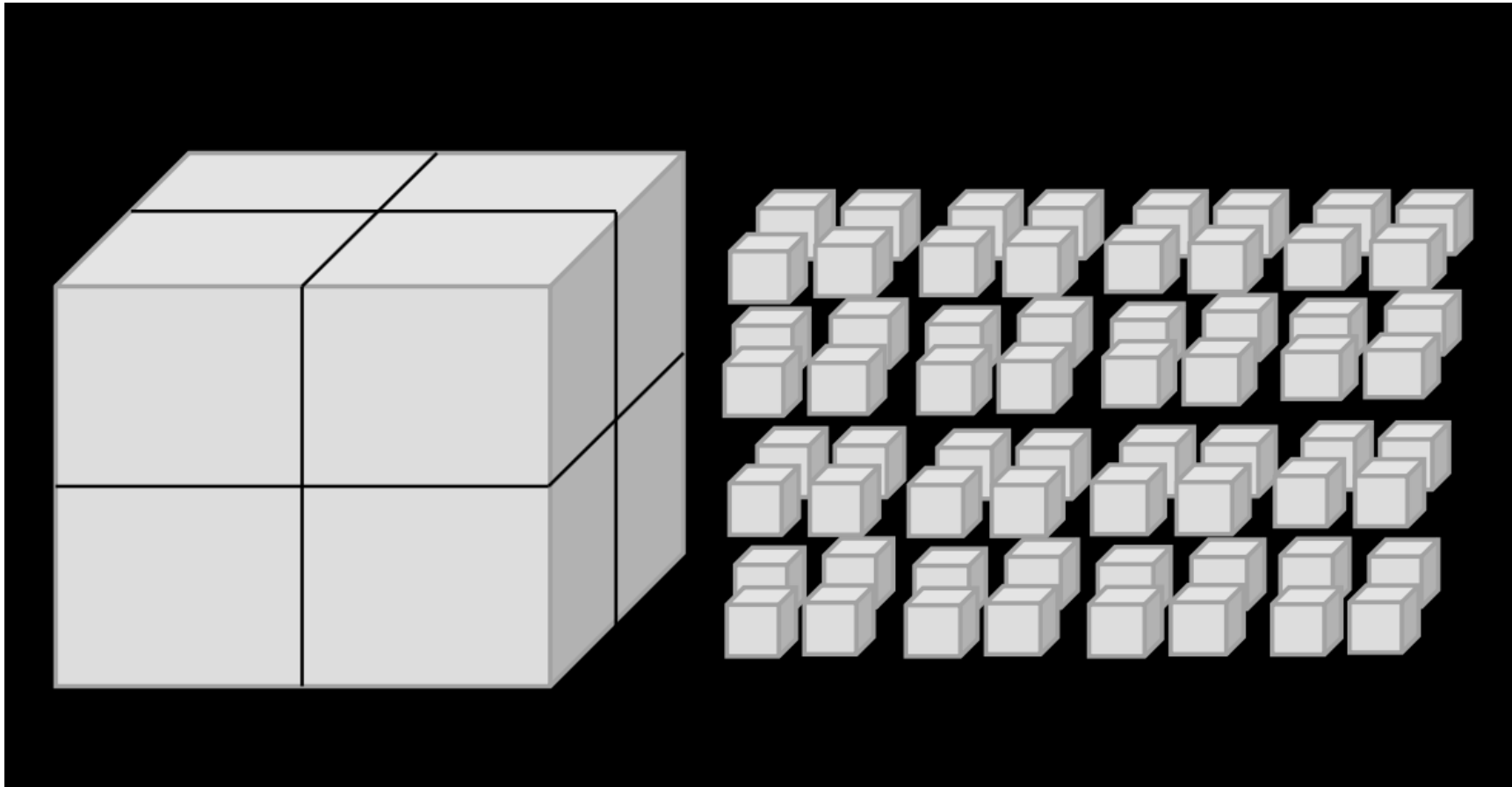
My hands were getting tired and I needed to show an image of MCT that farmers could see, so I created this logo for MCT with the authorization of Mr. Lyndon Smith



Then came Dr. TOM CRAWFORD



THIRD: MCT increases the surface contact to complex with elements without increasing the specific weight.



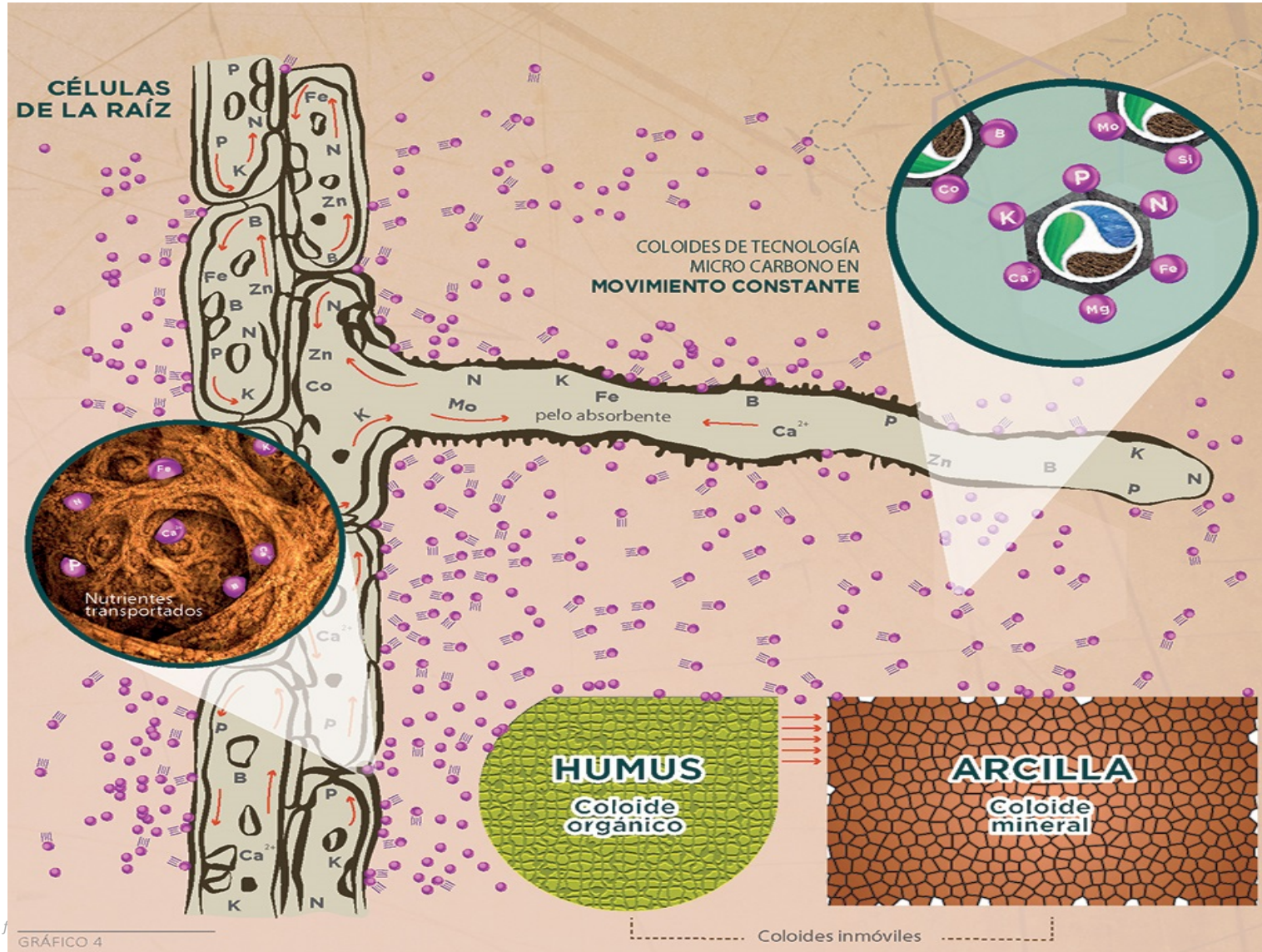
Three ways a plant takes up nutrients, but HUMA GRO® reduces this to ONE!

- **DIFUSION:** SOIL COLLOID interchanges nutrients and helps balance the soil solution. The plant uses energy to take up nutrients this way
- **ROOT INTERCEPTION:** the nutrients must make contact with the roots, also energy needed
- **FLOWING OF MASSES:** since the plant is in constant dehydration due to climate and temperature, the plant has a need to take up water from the soil solution and in the water it takes up nutrients using much less energy than the other two forms mentioned

DR. MIR

- I spoke with Dr. MIR yesterday
- DR. MIR mentioned MICROPORES
- Dr. MIR mentioned humic acids and ATP
- He threw ping-pong balls (MTC)
- This confirms our story

FOURTH: Cation exchange in the “SOIL SOLUTION”

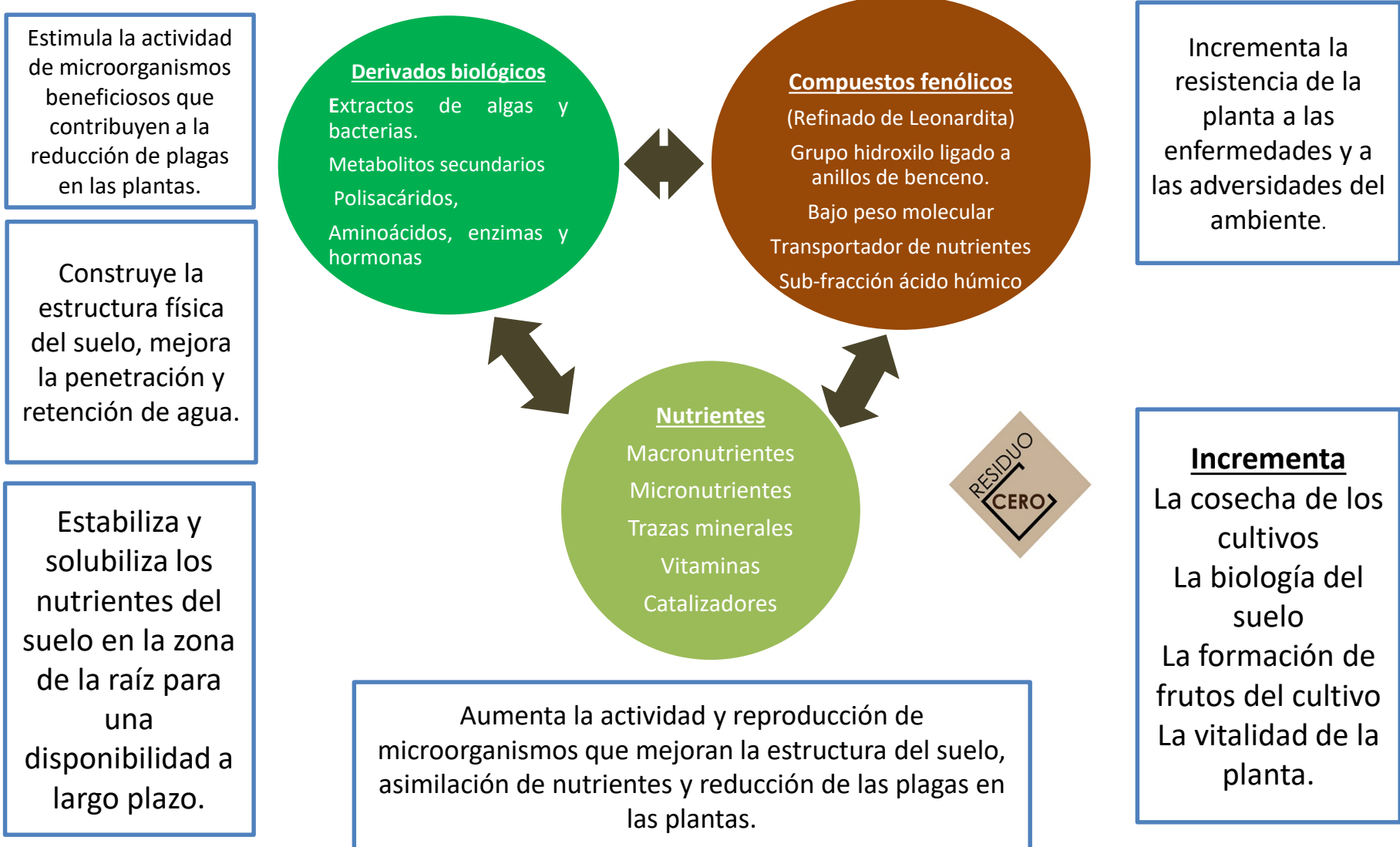


The secret to having fertile soil is to increase the Cation Exchange Capacity in the soil solution, and this is done with **MICRO CARBON TECHNOLOGY®** in every drop of product!

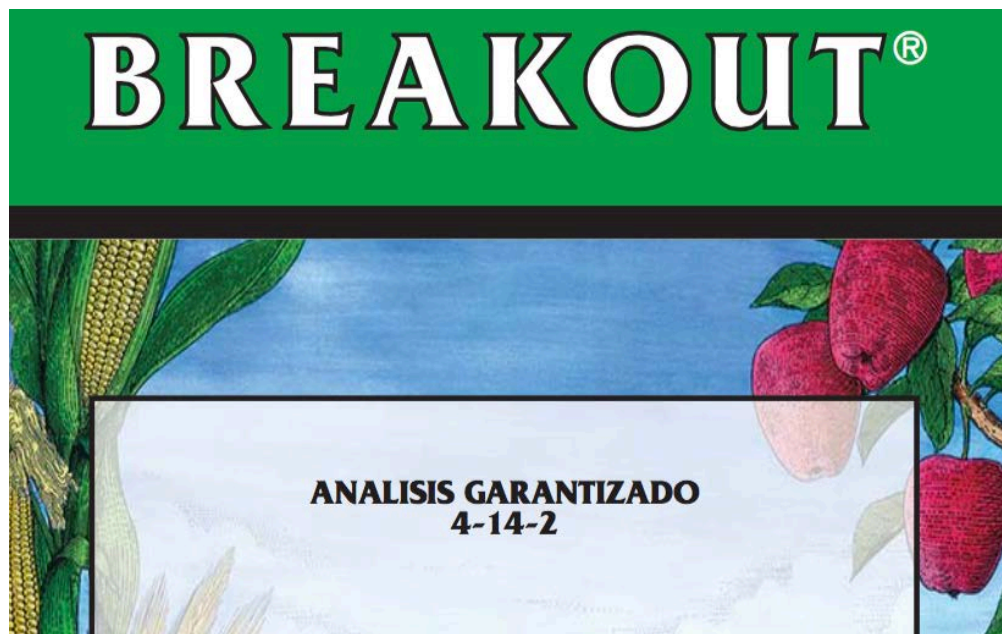


Each HUMA GRO® product is balanced nutrition for plants, rich with liquid organic matter for the wellbeing of the plant and the soil to maximize production and quality. The guaranteed analysis is not the only thing in them.

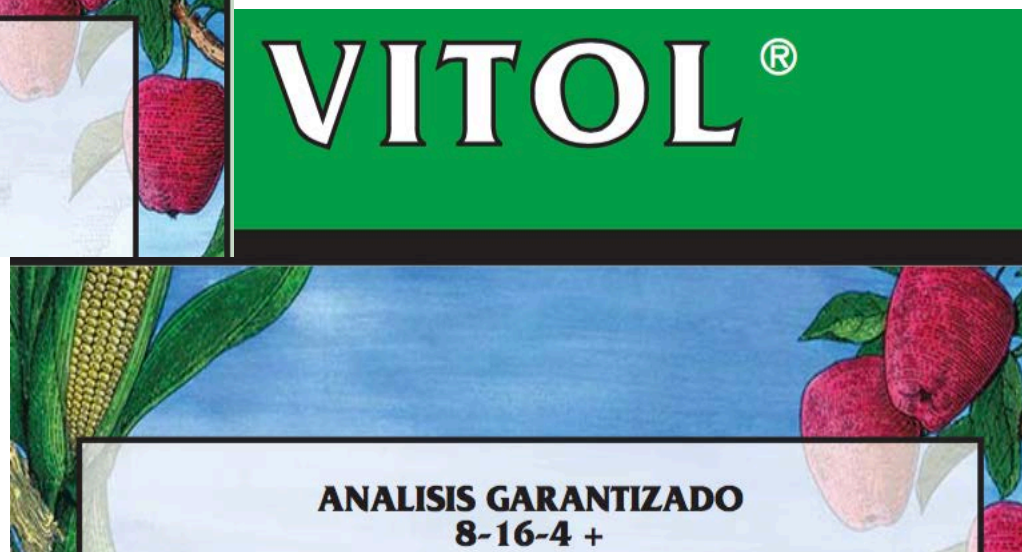




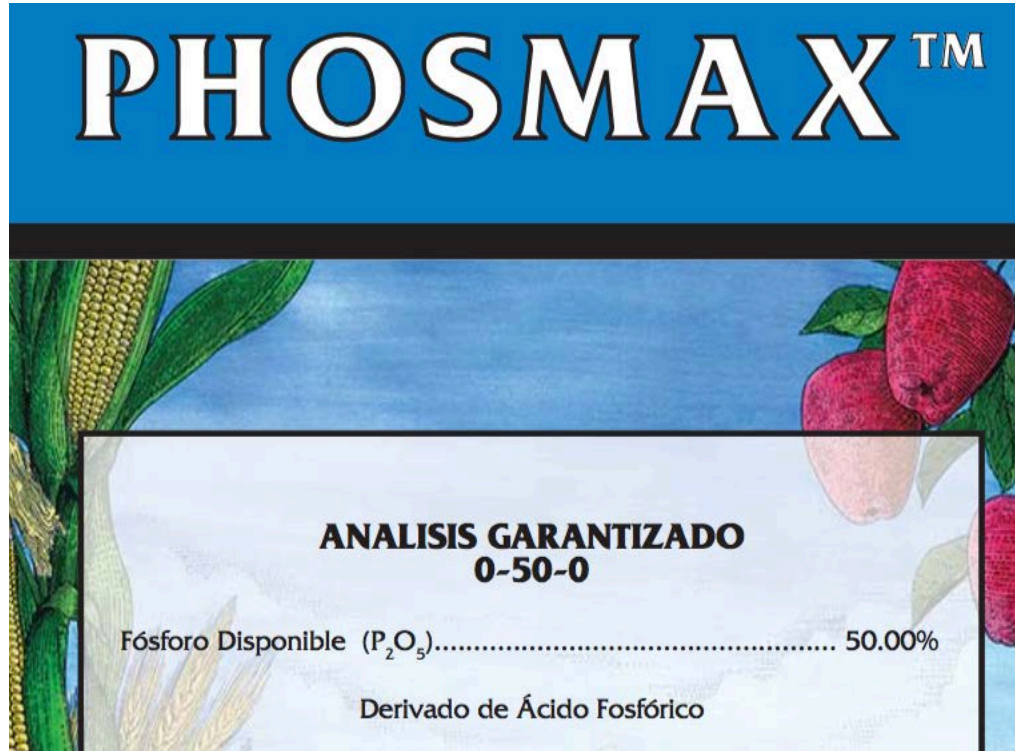
The label tells you a just a bit about the gold inside the jug.



Two products that are similar but are a totally different



Efficiency of TMC



- Conventional:
610 units of phosphoric acid at 61%
Is the same as 1,000 Kg
- HUMA GRO® PhosMax® at 50%
just needs less than 72 liters to equal
the efficiency of 1,000 kg of phos acid



Conventional:
520 units of posasium sulfate at 52%
Is the same as 1,000 Kg

HUMA GRO® SUPER K® at 40%
just needs less than 76 liters to equal
the efficiency of 1,000 kg of
potassium sulfate

Farmers needs to know Technology is here in everything now, not just in cell phones. Help them change and think about MCT.

- Light bulbs
- Electric cars
- Etc.
- Etc.



Manuel Campos M



- Introduces sap-reading technology to me
Via the HORIBA tools

- Also a bunch of knowledge and
information.

Technology in an instant!
This beats foliar analysis; sap is the blood that flows through plants: this is a plant blood test.



Farmers Thoughts

- They apply all nutrients during the week except **Ca** on Saturday or Sunday to avoid interaction with P, but they still still have inefficiency, and don't think about it.
- What really happens?

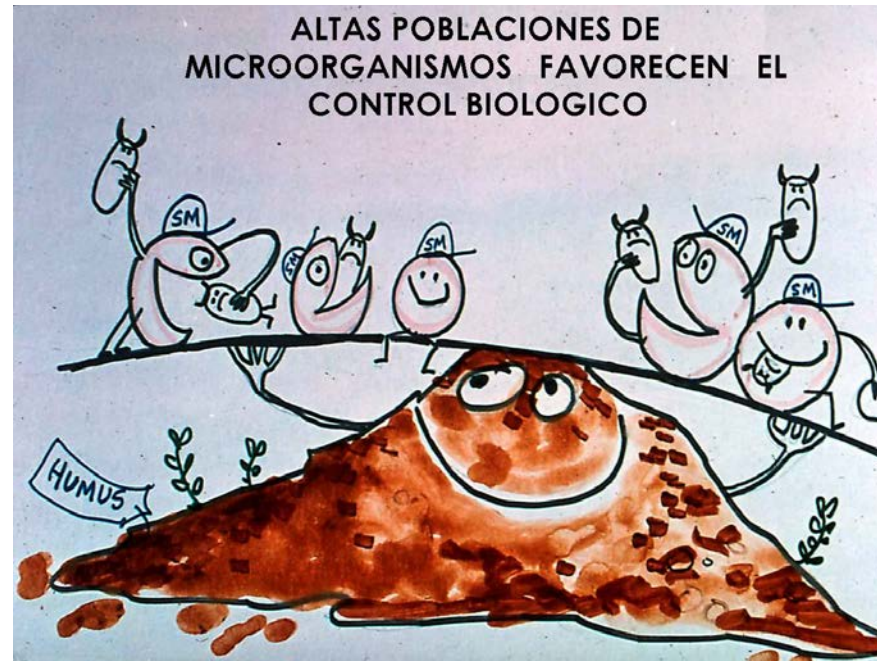
**The farmer will ask if you can use
the products on citrus trees,
on banana trees, on coffee etc.,
etc., etc.**

**We sell the same fertilizers you use,
but with technology.**

Farmers Issues

- Electrical conductivity generated by conventional fertilizers
- Fertilizer volume
- Reaching quality crop
- Reaching higher yields
- Problems with soil due to chemicals and EC

Huma Gro® Alimenta y activa la fauna microbiana del suelo recuperándolo de la contaminación que se generó al aplicar fertilizantes convencionales (aporte de sales y metales pesados al suelo) Huma Gro®, no aporta sales ni metales pesados ya que la formulación de los fertilizantes líquidos Huma Gro® no solo contiene nutrición y Micro Carbono si no una importante suma de derivados biológicos los cuales se detallan como aminoácidos, enzimas, proteínas coenzimas, vitaminas carbohidratos polisacáridos etc. que están presentes en todas las formulaciones de productos Huma Gro® conllevando a una mayor eficiencia no solo en la absorción de nutrientes si no en la mejora de los metabolismos propios de la planta y suelo.



**HUMA GRO® does not
generate electrical
conductivity**

Electrical conductivity of chicken manure

Chemical characteristics

Carbono orgánico %	32,2
Nitrógeno Total %	2,13
Fósforo total %	1,86
Potasio %	1,11
Calcio %	5,21
Magnesio %	0,78
Boro ppm	5,6
pH	7,3
CE (DS/m)	19,6

Los elementos y beneficios que trae el guano ya estan en el programa de HUMA GRO

Pero no la Cunductividad Electrica de 19.6

Salinity effects on crops

CULTIVO	RENDIMIENTO RELATIVO EN % , EN BASE A LA C.Ee INDICADA , ds/m											UMBRAL DE CEe ds/m
	1	2	3	4	5	6	7	8	9	10	..15	
ALGODON	100	100	100	100	100	100	100	98	93	88	62	7.7
AGUACATE	100	100	96	82	67	44	26	19	0	0	0	1.5
CEBADA	100	100	100	100	100	100	93	86	79	72	37	8.0
CITRICOS	100	100	83	71	58	47	34	20	0	0	0	1.5
TOMATE	100	100	100									
TRIGO	100	100	100	100	100	100	93	86	79	71	36	6.0
ARROZ	100	100	88	76	63	51	39	27	15	2	0	3.0
MAIZ	100	100	100	100	98	90	84	78	70	63	29	4.8
PAPA	100	96	84	72	60	48	36	24	12	0	0	1.7
PEPINO	100	100	94	81	68	55	42	29	16	0	0	1.5
PIMIENTO	100	93	79	65	51	37	23	8	0	0	0	1.5
CAÑA	100	98	92	86	81	75	69	63	57	51	28	1.7
FRESA	100	67	33	0	0	0	0	0	0	0	0	1.0
ROSAL	100	74	36	0	0	0	0	0	0	0	0	1.0
VID	100	100	90	75	68	52	50	44	32	18	0	1.8

FUENTE: Maas y Hoffman (1997) y Carter (1981)

PHOSMAX™

ÁCIDO FOSFÓRICO

US\$ 899.⁰⁰

¡Haga su pedido Hoy!

PROMOCION LIMITADA
Descuento válido para los primeros 35 nuevos clientes
(Precio Sin Descuento \$ 1,180.00)

HUMA GRO PHOSMAX VS. ÁCIDO FOSFÓRICO (Convencional)				
Producto	L/Kg	Unidades Equivalentes a	Monto de C.E. (mS/cm) aportado al suelo	Precio
HUMA GRO PHOSMAX (P)	71.76 L	610	1.41	US\$ 899.00
Ácido Fosfórico (P)	1000.00 Kg	610	19.61	US\$ 1.180.00**

SUPER K™

POTASIO

US\$ 845.⁰⁰

¡Ahorra Hoy!

PROMOCION LIMITADA
Descuento válido para los primeros 35 nuevos clientes
(Precio Sin Descuento \$ 1,180.00)

HUMA GRO SUPER K VS. SULFATO DE POTASIO				
Producto	L/Kg	Unidades Equivalentes a	Monto de C.E. (mS/cm) aportado al suelo	Precio
HUMA GRO SUPER K (K)	76.92 L	500	1.51	US\$ 845.00
Sulfato de potasio (K)	1000.00 Kg	500	19.61	US\$ 980.00**

HUMA GRO® less than

N, P, K , Ca, Mg = total 7.25 mS/cm de C.E.

Conventional more than 19.6 mS/cm de C.E.

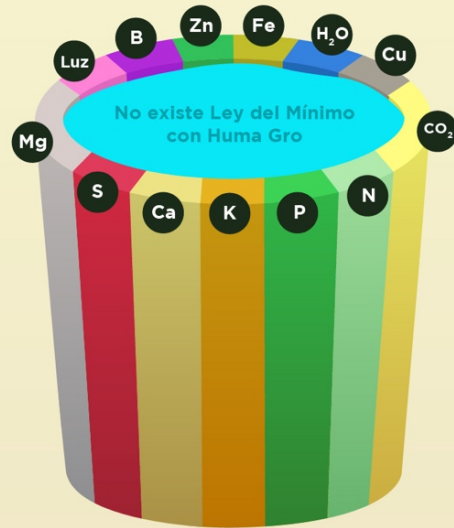
N, P, K , Ca, Mg = total 98 mS/cm de C.E.

**Ease of mixing
without chemical
reactions and
maximizing nutrition
opportunities**

Compatibilities

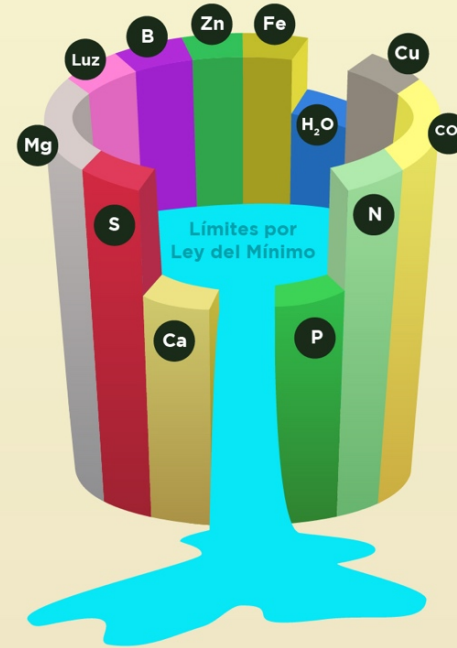
LEY DEL MÍNIMO, “EL FACTOR LIMITANTE DE LA PRODUCCIÓN ES EL MENOR FACTOR”

Fertilizantes Líquidos Coloidales **Huma Gro®** con **Tecnología Micro Carbono™**



Fuente: Justus Liebig 1840

Fertilizante Granulado y/o Disueltos **Convencionales**



Deficiencia de nutrición disminuye la producción, da menor calidad y reduce ganancia

Simplified Application with HUMA GRO® Low Volume – Ultra Efficient



Compatibility Chart

Conventional Fertilizers Vs. HUMA GRO®

	NITRATO DE CALCIO	NITRATO DE AMONIO	NITRATO DE POTASIO	SULFATO DE MAGNESIO	SULFATO DE AMONIO	UREA	ACIDO FOSFORICO	SULFATO DE POTASIO
NITRATO DE CALCIO		NO	SI	NO	NO	SI	NO	NO
NITRATO DE AMONIO	NO		SI	SI	SI	SI	SI	SI
NITRATO DE POTASIO	SI	SI		SI	SI	SI	SI	SI
SULFATO DE MAGNESIO	NO	SI	SI		SI	SI	NO	SI
SULFATO DE AMONIO	NO	SI	SI	SI		SI	NO	SI
UREA	SI	SI	SI	SI	SI		SI	SI
ACIDO FOSFORICO	NO	SI	SI	NO	SI	SI		NO
SULFATO DE POTASIO	NO	SI	SI	SI	SI	SI	NO	

CONVENTIONAL

	NITRATO DE CALCIO	NITRATO DE AMONIO	NITRATO DE POTASIO	SULFATO DE MAGNESIO	SULFATO DE AMONIO	UREA	ACIDO FOSFORICO	SULFATO DE POTASIO
NITRATO DE CALCIO		SI	SI	SI	SI	SI	SI	SI
NITRATO DE AMONIO	SI		SI	SI	SI	SI	SI	SI
NITRATO DE POTASIO	SI	SI		SI	SI	SI	SI	SI
SULFATO DE MAGNESIO	SI	SI	SI		SI	SI	SI	SI
SULFATO DE AMONIO	SI	SI	SI	SI		SI	SI	SI
UREA	SI	SI	SI	SI	SI		SI	SI
ACIDO FOSFORICO	SI	SI	SI	SI	SI	SI		SI
SULFATO DE POTASIO	SI	SI	SI	SI	SI	SI	SI	

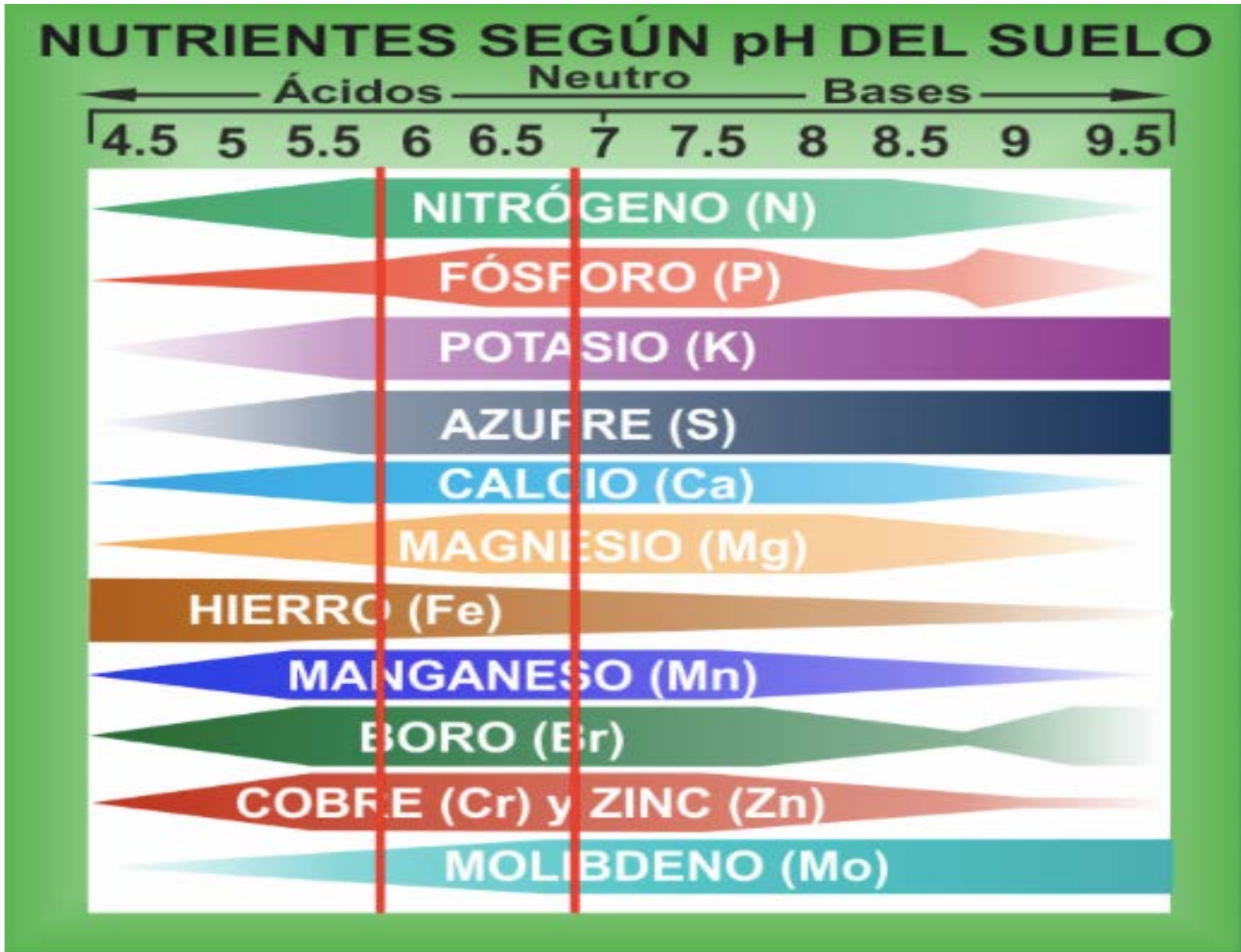
HUMA GRO®

HUMA GRO® no tiene limites de mezclas se aplica un BUFFET de nutricion cada vez



Nota: la aplicacion de productos Huma Gro es de N,P,K Mg, Ca,B, y Zn. Lo convencional es solo un nutriente.

Soil pH does not matter with MCT



**With less you can do more
with HUMA GRO®**

Liquid fertilizers???

What are they??

Conventional liquid fertilizers



Granulated fertilizers diluted and filtered called liquid fertilizers in large volume

HUMA GRO - Colloidal liquid Fertilizers with TMC



Saving space

Ahorra hasta 90 % del espacio en el almacén.



Huma Gro®



Conventional



Formulations of Conventional vs. Huma Gro® Fertilizers for 1 Hectar of Cocoa

	N	P205	K20	CaO	MgO
Extracción de nutrientes (1.0 TM Cacao)	35	10	50	13	15
Rendimiento esperado (TM/ha) 3.00					
Requerimiento	105	30	150	39	45
Eficiencia	40%	15%	40%	40%	40%
Fórmula de fertilización	262.5	200	375	97.5	112.5
FACTOR	2	9.5	8.5	2.5	2.3

Fuente convencional	Kg/ha
Urea	460.60
Fosfato dia amónico	434.78
Sulfato de potasio	750.00
Nitrato de Calcio	375.00
Sulfato de Magnesio	625.00
TOTAL	2,645.38

Fuente HumaGro	Kg/ha
N -30	131.25
Phosmax	21.05
Super Ka	44.12
Calcium	39.00
44 Mag	48.91
TOTAL	284.33

N, P, K , Ca, Mg = total **98 mS/cm de C.E.**

N, P, K , Ca, Mg = total **7.25 mS/cm de C.E.**



HUMMA GROTM

LIQUID FERTILIZERS with
MICRO CARBON TECHNOLOGY[®]

AGRONOMICS CONSULTANT
TEL/CEL: 979351164 013683531.
CORREO: ddiaz@agromicrobiotech.com

Many Thanks to ALL . . .