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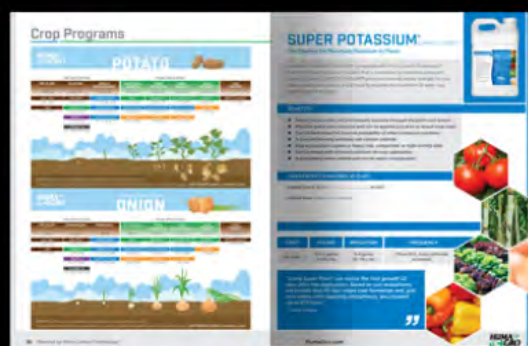


*The Future Is Waiting...
If We Choose!*

New BHN Brand Marketing Materials



New BHN Brand Marketing Materials



How to Apply to Various Situations or Plants

Apply HumaGro to all soil and water systems available through the plant root system. HumaGro can be used in any soil or water system. It can be used in any soil or water system. It can be used in any soil or water system.

Benefits:

- Boosts soil pH in the soil and water systems available through the plant root system.
- Increases soil moisture retention and water availability to plants.
- Increases soil fertility and nutrient availability to plants.
- Increases soil pH in the soil and water systems available through the plant root system.
- Increases soil moisture retention and water availability to plants.
- Increases soil fertility and nutrient availability to plants.

Directions:

Apply HumaGro to all soil and water systems available through the plant root system. HumaGro can be used in any soil or water system. It can be used in any soil or water system.

Product Information:

Item #	Product Name	Weight	Price
1000	HumaGro 1000	1000 lbs	\$1000.00
2000	HumaGro 2000	2000 lbs	\$2000.00
3000	HumaGro 3000	3000 lbs	\$3000.00

Notes:

HumaGro 1000 is the most popular size for most applications. HumaGro 2000 is the most popular size for most applications. HumaGro 3000 is the most popular size for most applications.

For More Information:

Visit our website at HumaGro.com or call us at 1-800-555-1234.

HUMA GRO
HumaGro.com

Product Guide

Discover the benefits of HumaGro for your crops. HumaGro is a natural, organic fertilizer that provides essential nutrients for your plants. It is easy to use and can be applied to a wide variety of crops.

HUMA GRO

Table of Contents:

1. HumaGro Product Overview
2. HumaGro Product Lineup
3. HumaGro Product Benefits
4. HumaGro Product Application
5. HumaGro Product Safety
6. HumaGro Product Storage
7. HumaGro Product Shipping
8. HumaGro Product Returns
9. HumaGro Product Contact
10. HumaGro Product FAQ
11. HumaGro Product Glossary
12. HumaGro Product Index

GROWTH MANAGEMENT

HUMA GRO

Use HumaGro with HumaGro's HumaGro Growth Management System to maximize your crop's potential. HumaGro Growth Management System is a natural, organic fertilizer that provides essential nutrients for your plants. It is easy to use and can be applied to a wide variety of crops.

Probiotic SOLUTIONS

Make Well Known Things

Probiotic Solutions is a natural, organic fertilizer that provides essential nutrients for your plants. It is easy to use and can be applied to a wide variety of crops.

HUMA GRO
HumaGro.com

Discover the benefits of HumaGro for your crops. HumaGro is a natural, organic fertilizer that provides essential nutrients for your plants. It is easy to use and can be applied to a wide variety of crops.

HUMA GRO TURF
HumaGroTurf.com

SHAKE WELL BEFORE USING

HumaGro Turf is a natural, organic fertilizer that provides essential nutrients for your plants. It is easy to use and can be applied to a wide variety of crops.

LUCKY 7

Table of Contents:

1. Lucky 7 Product Overview
2. Lucky 7 Product Lineup
3. Lucky 7 Product Benefits
4. Lucky 7 Product Application
5. Lucky 7 Product Safety
6. Lucky 7 Product Storage
7. Lucky 7 Product Shipping
8. Lucky 7 Product Returns
9. Lucky 7 Product Contact
10. Lucky 7 Product FAQ
11. Lucky 7 Product Glossary
12. Lucky 7 Product Index

HUMA GRO

Discover the benefits of HumaGro for your crops. HumaGro is a natural, organic fertilizer that provides essential nutrients for your plants. It is easy to use and can be applied to a wide variety of crops.

HUMA GRO

HUMA GRO

MAX PAK

Elemental Analysis:

Element	Concentration
Nitrogen	1.00%
Phosphorus	0.50%
Potassium	0.25%
Calcium	0.10%
Magnesium	0.05%
Sulfur	0.02%

Benefits of Use:

- Increases soil fertility and nutrient availability to plants.
- Increases soil moisture retention and water availability to plants.
- Increases soil pH in the soil and water systems available through the plant root system.
- Increases soil fertility and nutrient availability to plants.
- Increases soil moisture retention and water availability to plants.
- Increases soil pH in the soil and water systems available through the plant root system.

Application Instructions:

Apply HumaGro to all soil and water systems available through the plant root system. HumaGro can be used in any soil or water system. It can be used in any soil or water system.



X-TEND

GUARANTEED ANALYSIS 4-2-2

Net Weight: 50 LBS 2.27 KG
 Net Weight: 100 LBS 45.45 KG

GUARANTEED ANALYSIS 4-2-2

4% Nitrogen (N)	1.80%
2% Phosphorus (P ₂ O ₅)	0.90%
2% Potassium (K ₂ O)	0.90%

DIRECTIONS FOR USE

Apply 100 lbs (45.45 kg) per acre (22.7 L/ha) of X-TEND to the soil at the time of planting or before planting. For broadcast application, apply 100 lbs (45.45 kg) per acre (22.7 L/ha) of X-TEND to the soil at the time of planting or before planting. For band application, apply 100 lbs (45.45 kg) per acre (22.7 L/ha) of X-TEND to the soil at the time of planting or before planting.

HUMAGRO

1000 W. WASHINGTON ST. SUITE 200
 WASHINGTON, MO 64791
 TEL: 816.433.1100
 FAX: 816.433.1101
 WWW.HUMAGRO.COM

LUCKY 7

GUARANTEED ANALYSIS 7-2-2

Net Weight: 50 LBS 2.27 KG
 Net Weight: 100 LBS 45.45 KG

GUARANTEED ANALYSIS 7-2-2

7% Nitrogen (N)	3.15%
2% Phosphorus (P ₂ O ₅)	0.90%
2% Potassium (K ₂ O)	0.90%

DIRECTIONS FOR USE

Apply 100 lbs (45.45 kg) per acre (22.7 L/ha) of LUCKY 7 to the soil at the time of planting or before planting. For broadcast application, apply 100 lbs (45.45 kg) per acre (22.7 L/ha) of LUCKY 7 to the soil at the time of planting or before planting. For band application, apply 100 lbs (45.45 kg) per acre (22.7 L/ha) of LUCKY 7 to the soil at the time of planting or before planting.

HUMAGRO

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HUMA-GRO
www.HumaGro.com

MAX PAK®

Macronutrient

Guaranteed Analysis

Water Sol.	100%
N-20	19.0%
P-20	19.0%
K-20	19.0%
Mg-5	5.0%
Ca-5	5.0%
Fe-0.5	0.5%
Mn-0.5	0.5%
Zn-0.5	0.5%

Physical Properties:
Form: Liquid
Appearance: Clear to slightly hazy, green to white, having a water-like viscosity
Weight: 33.8 lbs per gallon, 8.8 kg/gal, net 3.8 L/3.8

Caution:
Keep out of reach of children.
Resists if swallowed. The liquid and solids may cause irritation to the eyes, skin, and respiratory tract.

Storage and Handling:
Keep product in original container. Do not transfer into food or food containers. This crop will apply for multiple crops. Please follow the label for use with food crops and/or seedlings. Do not store the product below 50°F (10°C) or above 100°F (38°C).

Precautions of Use:
This information contained in this bulletin is believed to be accurate and reliable. Buyer will use at his/her own risk and assume all liability resulting from the use of this material. Follow directions carefully. Heavy, repeated applications, excessive soil salinities, and other factors can obscure the results of the plan.

Method of Application

Method of Application	50 lbs (23 kg) Containers	5 lbs (2.3 kg) Containers
Apply based on application of 50% coverage	10 to 1 quart/litre 23 litres/containers	1 to 2 quart/litre 2 litres/containers
Apply based on application of 25% coverage	5 to 1 quart/litre 23 litres/containers	1 to 1 quart/litre 2 litres/containers
Apply based on application of 12.5% coverage	2 to 1 quart/litre 23 litres/containers	1 to 1 quart/litre 2 litres/containers

Prepared by **MIND CARBON TECHNOLOGY**

The HumaGro® Max Pak® is a liquid macronutrient fertilizer containing an organically chelated, highly soluble source of many important macronutrients. Max Pak® is a fast-acting, all-purpose, and formulated with "More Carbon Technology" to ensure maximum uptake and translocation of nutrients.

The Solution for Macronutrient Nutrition

Benefits of Use:

- Maximizes and supports nitrogen
- Reduces the leaf-to-stem nitrogen (leaf-to-stem) ratio
- Improves yield and appearance of plant biomass
- Essential components in photosynthesis, protein synthesis, and energy metabolism, phosphorus, respiratory enzymes, and hormones
- Provides essential plant nutrition

Deficiency Symptoms – When to Apply!

- Chlorosis in young plants and low organic matter soils
- Stunting, yellowing, and poor plant vigor
- Sensitivity to frost damage
- Poor fruit set and formation

Application Instructions:
See label below for specific rate instructions. Do not apply the product directly in concentrations greater than 30% (30% NEEDED BEFORE USING).

FERTIL HUMUS®

Sustainable Soil Fertility

Guaranteed Analysis 24-0-0

Total Nitrogen (N)	24.0%
Water Soluble Nitrogen (N)	19.0%
Total Phosphorus (P)	0%
Total Potassium (K)	0%

Physical Properties:
Form: Solid
Appearance: Clear, granular, light beige, slightly sticky, having a light, chalky odor
Weight: 33.8 lbs per gallon, 12.1 kg/gal, net 3.8 L/3.8

Caution:
Keep out of reach of children.
Resists if swallowed. Availability of nitrate may be affected in the water-soluble fraction.

Storage and Handling:
Keep product in original container. Do not transfer into food or food containers. This crop will apply for multiple crops. Please follow the label for use with food crops and/or seedlings. Do not store the product below 50°F (10°C) or above 100°F (38°C).

Precautions of Use:
This information contained in this bulletin is believed to be accurate and reliable. Buyer will use at his/her own risk and assume all liability resulting from the use of this material. Follow directions carefully. Heavy, repeated applications, excessive soil salinities, and other factors can obscure the results of the plan.

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Apply based on application of 12.5% coverage	2 to 1 quart/litre 23 litres/containers	1 to 1 quart/litre 2 litres/containers

Prepared by **MIND CARBON TECHNOLOGY**

The HumaGro® Fertil Humus® is a liquid macronutrient fertilizer containing an organically chelated, highly soluble source of many important macronutrients. Fertil Humus® is a fast-acting, all-purpose, and formulated with "More Carbon Technology" to ensure maximum uptake and translocation of nutrients.

The Solution for Building Soil Humus

Benefits of Use:

- Acts in the decomposition of organic residues in soils
- Increases recycling of nutrients that act as organic matter
- Helps in improving soil conditions
- Increases soil water retention
- Stimulates root growth

Deficiency Symptoms – When to Apply!

- Soil deficiency in plant or environment
- Slow decomposition of organic matter
- Delayed root development and plant growth
- Poor water retention or retention
- Chemical or toxic compound breakdown in soil

Application Instructions:
See label below for specific rate instructions. Do not apply the product in concentrations greater than 30% (30% NEEDED BEFORE USING).

333 W. HumaGro Avenue, Huma, CA 95028 | 925-925-0000 | Fax 925-925-0000 | The HumaGro® Max Pak® | 50 lbs (23 kg) Containers | 5 lbs (2.3 kg) Containers

333 W. HumaGro Avenue, Huma, CA 95028 | 925-925-0000 | Fax 925-925-0000 | The HumaGro® Fertil Humus® | 50 lbs (23 kg) Containers | 5 lbs (2.3 kg) Containers



VELOCITY™

Distributor Cooperative Advertising



- 1** *FREE basic sales materials, technical documents, and promotional items*
- 2** *Up to 50% cost-sharing of all marketing plan development and implementation costs*
- 3** *Utilize all of Velocity Design's marketing services to promote your company as much as needed*



Marketing Plans



Design Services



Marketing Plans



Design Services



Websites / Apps



Design Services



Websites / Apps



Apparel



Apparel



Printing



Apparel



Printing



Custom Sales



Printing



***Custom Sales
Materials***



Distributor Cooperative Advertising



- 1 FREE basic sales materials, technical documents, and promotional items
- 2 Up to 50% cost-sharing of all marketing plan development and implementation costs
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Marketing Plans



Design Services



Websites / Apps



Apparel



Printing



**Custom Sales
Materials**



SERVICE

RESPONSIBILITY

QUALITY

SOLUTION

SUPPORT

ASSISTANCE

GUIDE

HELP

RELATIONSHIP

CARE

Customer Service



SERVICE

RESPONSIBILITY

QUALITY

SOLUTION

SUPPORT

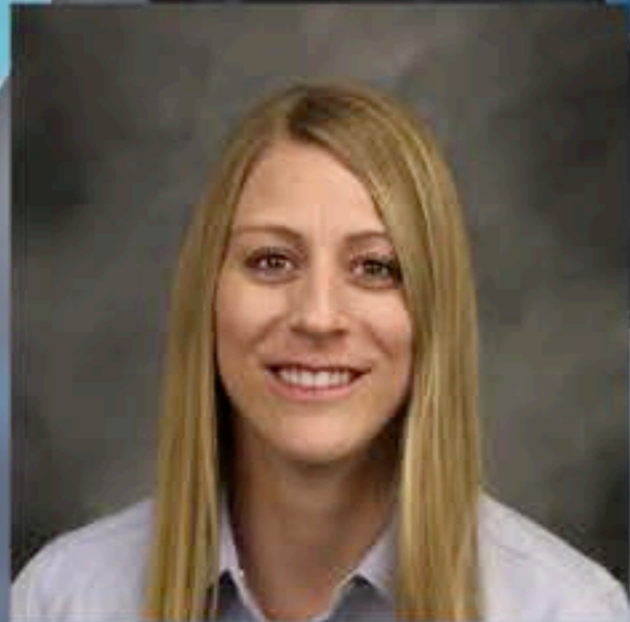
ASSISTANCE

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Customer Service



The Art of Persuasion: Ag Marketing for 2017

Stories = Passion



Change: Acceptance of Innovation



***The
Bio Huma Netics
Story***



The Bio Humanetics Story began in 1973 and the story is compelling, it is innovative, it is developing and it is your story and it is our story!

Change: Acceptance of Innovation

*Innovative
MCT*

*What are our
Communication
Tools?*

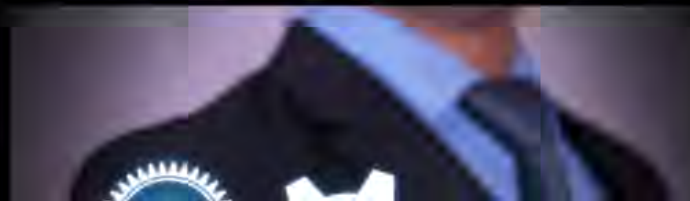
DIFFUSION
OF
INNOVATION

*What are the
Steps to
Acceptance?*

*How can we
Understand our
Market?*



***High Octane Marketing:
How to create Marketing Campaigns and Materials that work.***



Marketing
Strategy
Solution
Customers

SUCCESS

MARKETING STRATEGY

Business Plan

STRATEGY

TO DO LIST
①
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Strategy

MARKETING

Product

Services

Branding

Advertising

Research

Develop Strategy

Planning The Campaign

Executing the plan



*The Future Is Waiting...
If We Choose!*