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NEWS

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Enrich™ Increases Phosphorous Availability for Cereals

WAUKEGAN, IL. (August 3, 2009) – Precision Laboratories announces a new product to help growers produce a better cereal crop by utilizing unused phosphorous in the soil.

“**Enrich** gives growers advantages because it works in a variety of soil conditions,” says Terry Culp, vice president of Seed Enhancements and Nutrients for Precision. “Yield data has demonstrated a seven percent advantage of **Enrich** treated seed in medium to high production environments over untreated seed. Our research has shown that **Enrich** consistently increases root mass for improved nutrient uptake, averaging a 25% increase. Additionally we’ve seen an eight percent or greater increase in plant tillering.”

Enrich is a specific strain of pseudomonas that has a significant need for phosphorous. To satisfy its own need for phosphorous the bacteria produces an organic acid to solubilize inorganic phosphate, and it also generates an enzyme to enhance availability of organic phosphate. By creating an environment to feed its own needs for phosphorous, the bacteria increases the amount of phosphorous in the soil solution available for plant utilization.

“**Enrich** employs a biological solution to the challenge growers face to generate the maximum return from soil applied phosphate fertilizer and to get full utilization of organic phosphate from plant residues. Our goal is to employ the techniques used in nature for plant health and growth promotion for commercial agriculture,” adds Culp.

“The tag line ‘Natural Nutrition’ was chosen to define exactly what the product is and how it works,” says Richard Wohlner, president of Precision Laboratories. “**Enrich** is yet another product innovation designed to help growers and retailers increase their value and lower risk with technologies that deliver performance, while remaining stewards of the environment.”

For more information about **Enrich**, visit www.precisionlab.com/enrich or call 800-323-6280.

About Precision Laboratories

Precision Laboratories is a leading provider of specialized chemistries applied to plants, seeds, soil and water to maximize resource and biological performance potential while stewarding the environment. For more information on the company’s products and its value-added dealers, call 800-323-6280 or visit www.precisionlab.com.

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