



ENCOURAGE® NANOCAL®

Sub-micronized calcium for easy uptake to improve crop quality.

ENCOURAGE NANOCAL is a 4-0-1 fertilizer with readily available calcium specifically formulated to be applied at the initiation of fruit set to strengthen cell walls, improve fruit and tuber quality and storability and promote overall crop health. ENCOURAGE NANOCAL should be applied just prior to or at the early stages of fruit or tuber initiation to ensure maximum calcium uptake during cellular division. It is meant as a supplemental source of calcium available to plants during this critical stage in its development – it is not meant to remedy a calcium deficiency in soils.

The milling process results in calcium particles that average less than 1 micron in size. This sub-micron calcium is more readily taken up by the crop than larger calcium particles. In addition, ENCOURAGE NANOCAL is formulated with TransXylem™ technology for rapid absorption and translocation of the calcium in the crop.

ENCOURAGE NANOCAL can be tank mixed with other nutrient, plant growth regulators or crop protection products.

APPLICATION

A soil application of ENCOURAGE NANOCAL is the preferred method of treatment because available calcium is most easily taken up by plants' roots. It can be applied through chemigation or spray applications. This will ensure that it gets into the tuber and fruit at the specific timing when it is needed the most. There will be some uptake by the plants' foliage but it is less efficient and will result in less calcium entering the plant than by a soil-applied application. However, the addition of TransXylem technology to the product will maximize the quantity of calcium that penetrates the leaf and is translocated within the plant.

Timing: In general, apply ENCOURAGE NANOCAL just before or at fruit or tuber initiation.

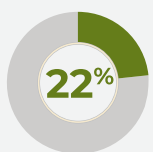
- Stone and pome fruit: Apply at petal fall.
- Potatoes: Apply at hook.
- Indeterminant crops such as tomatoes, peppers, melons and berries: Apply at bloom with subsequent applications every 14 to 21 days for continuous crop development.

RATES

Use Rates: Apply 1-8 pints of ENCOURAGE NANOCAL per acre.

FIELD TRIAL RESULTS

A field trial was conducted in Idaho in 2017 to quantify the benefits of applying ENCOURAGE NANOCAL to potatoes. The results showed a reduction in disease and cracking while significantly increasing the calcium level in the potatoes – all critical results for increasing storage hardiness and maximizing the sales price.



**INCREASED TUBER
CALCIUM LEVELS**



**50% REDUCTION IN
HOLLOW HEART**



**CLEANER POTATOES WITH
LESS POTATO SCAB**



**50% REDUCTION IN
GROWTH CRACKS**



**OVER 5 TONS LESS DIRT REMOVED
PER ACRE AT HARVEST**



Rovensa Next

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