



The Humic Difference

Maximizing Bio, Geo and Chemical Activity
For Soluble Soil Performance with Monty's.

Don't be fooled by the Humic content numbers on carbon packaging. Today's labels show anything from 2% to 70%, but that is not the entire story. There are different methods for measuring humic substances, some of which include a measurement of ash along with the humics reading. The method accepted by most states is the California 4A 4/JC method. This is the method that Monty's uses. We took some competing products and had them analyzed the same way we have our product analyzed. You may find the results surprising.

	LABEL	CALIF 4A/JC
MONTY'S DRI-CARBON	49%	49%
DRY HUMIC A	70%	39.9%
DRY HUMIC B	70%	51.40

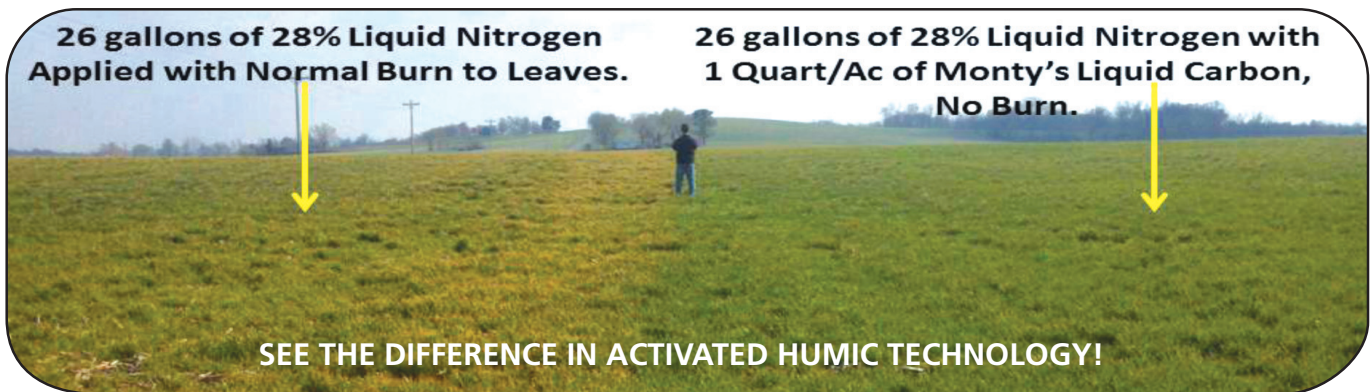
This is really just the beginning of the story. Just as testing methods yield different results, how the brown coal is processed yields different results in the field.

Monty's proprietary processing and activation process offers the following benefits:

Fully Activated – Monty's fully activates all humic substances for maximum Bio (Microbial activity, Nutrient delivery) - Geo (Mineral activity, humus formation, improve soil structure) – Chemical (Unlocks tied-up nutrients, improves CEC capacity) activity.

Optimized Formulation – Monty's optimizes the ratio of humic substances for maximum results across a wide range of soil types.

Purity – Monty's proprietary processing technology removes the elements and compounds that reduce humics activity and performance, and therefore increases our humics activity and performance in the soil.



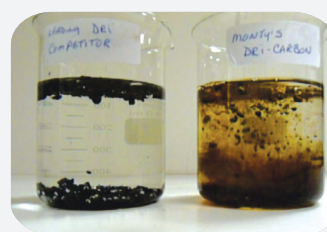
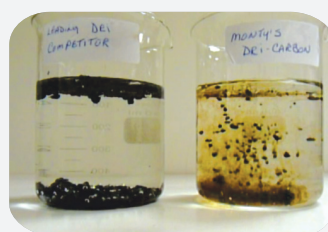
SEE THE DIFFERENCE IN ACTIVATED HUMIC TECHNOLOGY!

COMPARE THE DIFFERENCE WITH AND WITHOUT MONTY'S LIQUID CARBON

Monty's products are effective at low concentrations because of their activation, optimized formulation and purity. But don't take our word for it. Compare the pictures below to see how Monty's process results in soluble humics which dissolve and disperse upon contact with moisture, ready to work throughout your soil profile.



Competitor's Humic



Monty's Activated Humic



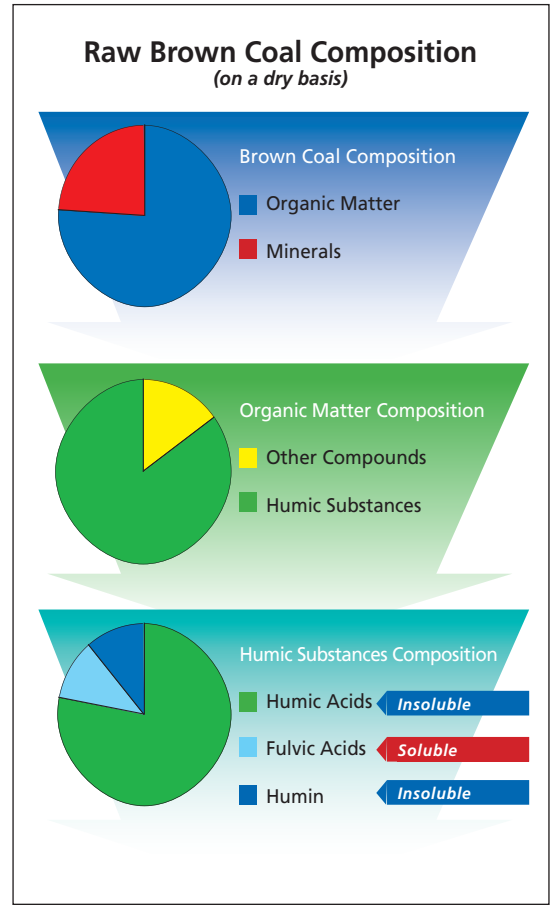
Bio, geo and chemical activity differences with brown coal



The vast majority of humic products are derived from brown coal. As the chart to the right shows, 75% of brown coal's make-up is organic matter. This organic matter consists primarily of humic substances (roughly 80% humic substances). If you follow the chart, it will show you this humic substance is made up of both humic acids and fulvic acids.

At this stage, it is key to know that humic acids, in their natural form, are insoluble... regardless what percent humic acid is on the label. It is only the smaller percentage of fulvic acids in the humic substance that is soluble in its natural state. This is what the four pictures on the previous page indicate: (a) How an activated Monty's humic product is soluble and (b) the competitor's product that has not been activated and is still insoluble.

Whether its 100% ,75%, 50%, 25%, 15%, or 12.6% humic – unless they have been activated, they are still in their natural state and are insoluble! This means they cannot disperse through the soil profile or work as efficiently as Monty's activated humics.



Monty's Soil Conditioners

Monty's Soil Conditioners are designed to improve the overall health of the soil by impacting yield-robbing conditions such as compaction, aeration, low organic matter levels, moisture management, and the breakdown of plant residue. Whether you want to improve and maintain the condition of your soil with Monty's Liquid Carbon or you are looking for improvements to your soil in an affordable, low-dose, dry formulation with Monty's Dri-Carbon, Monty's offers a full line of products to address your needs. Growers have used Monty's Soil Conditioner products on soils ranging from heavy clays to light sand. This season, treat your soil in the spring before planting for results you will notice all season long.

Monty's Liquid Carbon™

Monty's Liquid Carbon serves as an anchor to our crop management program by optimizing soil conditions.

- Enhanced micronutrient uptake
- Breakdown of plant residue
- Improved moisture retention in soil
- Tank-mix flexibility
- Food source for microbes
- Easy application with burn down

Monty's Dri-Carbon™

Now, Monty's offers the same benefits growers have relied on for years with Monty's Liquid Carbon in a granulated product.

- Combine with application of granular fertilizers
- Enhanced micronutrient uptake.
- Improved soil-moisture retention
- Food source for microbes
- Readily soluble with moisture
- Low cost application



Ask about:
Monty's Liquid Carbon™
Monty's Dri-Carbon™



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