

FREQUENTLY ASKED QUESTIONS

PRODUCT DESCRIPTION

Q: What's in it?

A: Both the liquid and dry product derive from Humate Ore, which is primarily decomposed peat bogs that are approximately 25 million years old.

Q: What is special about Humate?

A: It is a highly concentrated source of the "active ingredient" in soil organic matter, soluble humus.

Q: How does the product work?

A: The product works in one of three ways:

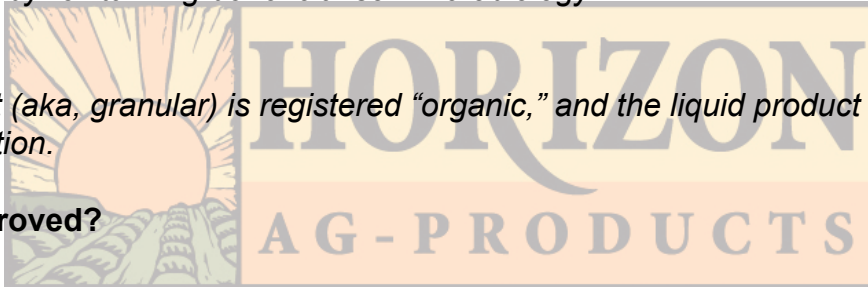
- Chemically: by activating fertilizer;*
- Physically: by creating better soil structure;*
- Biologically: by revitalizing beneficial soil microbiology.*

Q: Is it organic?

A: The dry product (aka, granular) is registered "organic," and the liquid product is available in an organic formulation.

Q: Is it OMRI approved?

A: Yes.



Q: What is the product's shelf life?

A: Indefinite. Some settling may occur in the liquid over time, so you will want to shake it before using.

Q: How long has this product been in use?

A: U.S. farmers have used soluble humus for approximately 60 years. Horizon has made soluble humus product for about 30 years.

Q: Do you have any evidence or research?

A: Horizon conducts literally thousands of field trials and University research studies. The evidence validating improved yield, quality, and healthier plants is overwhelming.

Q: What color is the product?

A: The dry product may be dark brown or black, and the liquid product ranges in color from gold or amber to black.

HOW TO USE IT

Q: Does it work on any kind of plants or crops?

A: Soluble humus works with soils, fertilizer, and water to make each better; therefore, it works on virtually anything with roots.

Q: How much do I use?

A: *The rates are as follows (but please always refer to and follow label guidelines when using the product):*

- *Dry: 1-3 lb/1000 sq ft (40 – 120 lb/acre);*
- *Liquid: 3-9 oz/1000 sq ft (1-3 gal/ac);*
- *Use the upper end on poorer soils.*

Q: What's the ideal application?

A: *Apply the dry product 2/3 in the fall and 1/3 in the spring. Mix the liquid or dry with any fertilizer you use in roughly a 1:10 ratio. Add a little liquid to every irrigation. As always, refer to the label guidelines and instructions before using either product.*

Q: How can so little product make a difference?

A: *A ton of compost breaks down to a few pounds of soluble humus, and then only if conditions are perfect. These products add soluble humus directly.*

Q: Does this mix with fertilizer?

A: *Yes. That is the best way to use it. With the liquid product, mix a small amount in a jar first to make sure it doesn't gel or get lumpy. Lumps or gel only impact the ability to apply, not product performance.*

Q: Is this the same as fertilizer?

A: *No. The products do not include plant nutrients.*

Q: Does this replace my manure and/or compost?

A: *Yes, it can. This is ancient compost that is highly concentrated in the end product of all organic matter decomposition, soluble humus.*

Q: Can I cut back on my fertilizer?

A: *Yes, a 15% reduction should be safe. More is possible, but you'll need to watch and judge.*

Q: Should I use water with the liquid?

A: *The more water you can mix with it, the better. If you can't use a lot of water, no problem. Just thoroughly water plants following application.*

Q: How often do I need to use it?

A: *For the dry product, we suggest using it in the spring and the fall (see discussions above for rates and ideal application amounts). With the liquid product, divide the total amount you want to use for the year into as many applications as you can reasonably make.*

Q: Do I need any special equipment?

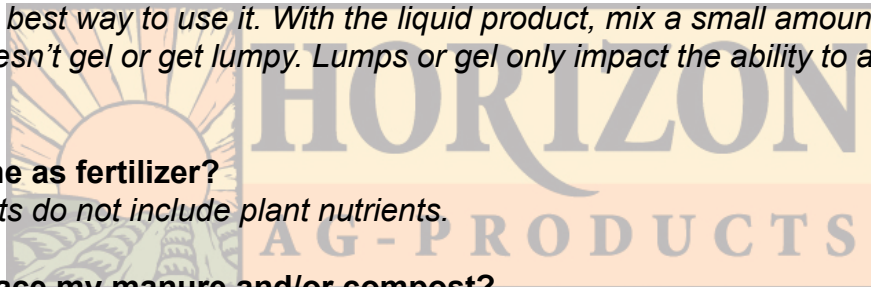
A: *No, the product is non-corrosive.*

Q: Can I apply it in the winter? (snow, freezing, etc.)

A: *Yes. You can even apply it on snow or on frozen ground, as moisture helps activate the product.*

Q: Can I use it indoors?

A: *Absolutely. Add 1 tbsp. of the dry directly to the plant soil. For liquid, mix ¼ cup in a gallon of water and apply.*



Q: Should I use the dry product or liquid product?

A: Dry product amends the soil with time, temperature, and moisture. Liquid immediately activates fertilizers and revitalizes soil microbiology.

Q: Do different plants need different amounts?

A: No, you are working with your soil, water, and fertilizer when you apply dry or liquid product, not with the plant itself.

Q: Can I apply the liquid product to plant leaves?

A: Yes, you can. However, the biggest benefit will come from the part that washes into the soil.

HOW TO BUY IT

Q: Is it possible to purchase soluble humus product to use at home?

A: Of course. We suggest our home users (and growers who have under 5 acres) contact General Organics for more information. You can reach them at 1-800-37-HYDRO (1-800-374-9376).

Q: I'm a commercial grower. Whom would I go to for soluble humus products?

A: It depends on where you are located. Both Helena Chemical Company and Simplot offer soluble humus products for your use. Check their dealer locators (links to these locators are available on our "Purchase" page).

Q: How much product can I buy per package?

A: For home users and growers under 5 acres, the product is available in 10 lb. bags, 12 lb. pails, and quart jugs. For commercial growers over 5 acres as well as commercial landscapers, the dry product comes in 50 lb. bags and bulk, while the liquid product is in 5s, 275s and Bulk.

Q: How much does it cost?

A: Please check with the dealers listed on our "Purchase" page for an accurate quote.

GENERAL

Q: Where do you manufacture the product?

A: Horizon has multiple plants throughout the U.S.

Q: Whom do I call for more information?

A: Helena, Simplot, or General Organics (please see our "Purchase" page on this website for more information).

Q: Will this increase my organic matter content?

A: To a degree, yes. More importantly, it increases the active ingredient in soil organic matter, soluble humus.