



The Magnesium Chloride Advantage

Magnesium key for chlorophyll

Magnesium is vital to plant growth and health. Magnesium in plants is located in the enzymes, in the heart of the chlorophyll molecules that give leaves their green color. It is the powerhouse behind photosynthesis in plants. Without magnesium, chlorophyll cannot capture sun energy that is needed for photosynthesis to occur.

The chloride connection

Chloride plays an important role in many processes critical to plant, animal, and human health. Plants require more than just water and sunlight to thrive. A delicate balance of macro and micronutrients in the soil are significant contributors to overall plant health. In plants chlorides help to prevent the accumulation of free amino acids which make the plants attractive to insect pests such as aphids. Chloride is necessary for gas exchange, photosynthesis, protection against diseases in plants and for efficient inter-cellular water transport management.

Increased quality and yields

The combined power of Magnesium and Chloride delivers measureable improvements in quality and yields for a variety of crops including corn, wheat and small grains, soybeans, and potatoes. Across the country, universities have studied Magnesium Chloride in randomized, replicated trials. Corn grain showed improved fruit quality, better tip fill, lower moisture, heavier bushel weight, and higher yield. When applied to wheat, rust is suppressed and yields improve up to 10%.

Safe for the environment

Magnesium Chloride is safe for the environment. Sourced from deposits, this naturally occurring product is organically certified for agricultural use both alone and with other additives. Presently Innovative's AgMag™ and NutriMag™ are approved for organic use by NOFA-NY and Baystate Organic Certifiers.





Innovative's Agricultural Solutions

AgMag™

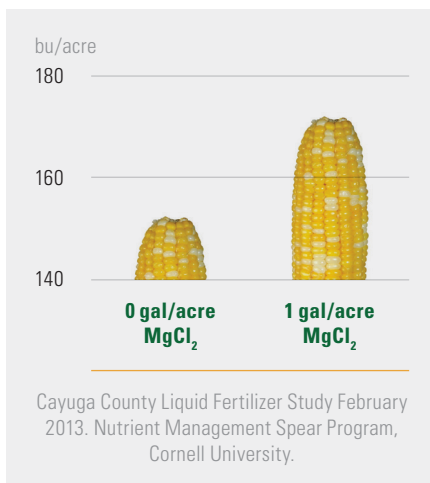
Innovative's AgMag™ is a high performance organic magnesium chloride liquid that combines the benefits of magnesium and chloride to produce increased quality and yield in row crops. As an organic soil amendment, AgMag™ is a readily available source of both magnesium and chloride for treatment of deficiencies. AgMag™'s compatibility with several commonly used fungicides and herbicides makes it an easy companion in tank mixes and blends (cannot be mixed with glyphosate or phosphates).

✓	✓	✓	✓	✓		
Improves Yield	Improves Utilization and Mobility of Phosphorus	Increased Nutrient Efficiency and Mobility	Treats Micronutrient Deficiencies	Available as Organic	Increased Root Surfaces	Higher BRIX
✓	✓	✓	✓	✓	✓	✓

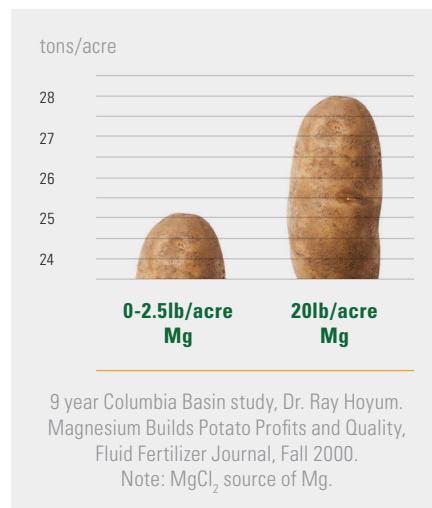
NutriMag™

NutriMag™ is a blend of a unique soil bio-stimulant and Innovative's high performance magnesium chloride liquid. The **power of enzymes** stimulates plant growth at the cellular level, allowing the plant to express its full genetic potential. These powerful plant growth regulators increase photosynthesis, thereby increasing sugar content in the sap of the plant, some of which is exuded into the soil through the roots to feed the teeming microbial population in the rhizosphere, which in turn nourishes the plant with solubilized nutrients, antibiotics, growth promoting hormones, vitamins, and many other compounds.

Cayuga County Magnesium Chloride Study



Columbia Basin Magnesium Study



Kansas State University Chloride Study

