



Micronutrient Zinc is Becoming Major Product for Dealers

The understanding of zinc manufacturing, application and agronomics is constantly growing. The most recent advancement is the that banding pure non-chelated zinc solutions, like NULEX Liquid Zinc, in the root zone is the most economical and most effective application method.

Micronutrients are typically applied at rates less than 1 part per million (a “part per million” is one apple in 21/2 railcars). The challenge is to feed each plant the right amount. For example, a 150 bushel per acre corn crop removes about 0.3 pound of zinc per acre. That is 0.00001 pounds of zinc per plant, or less than one drop of liquid zinc per plant. Advances have increased the solubility of liquid zinc to improve root absorption and improved application systems that allow zinc to be distributed more evenly close to the root system.

Another advance in zinc research is its role in the health and quality of the plant. There is now more evidence that zinc will aid in disease resistance, similar to the effect that zinc has in helping cattle, hogs and humans resist virus infections. Also, research has shown that zinc can reduce grain cadmium concentration. Research is also showing how zinc improves the quality of food crops. Color, texture, and taste can be affected by the concentration of zinc in the plant.

Improved Zinc Chemistry Major changes in zinc chemistry have improved the performance and safety of non-chelated liquid zinc solutions, like NULEX Liquid Zinc:

- increased purity has reduced heavy metal content,
- increased water solubility has improved plant uptake,
- and improved handling has simplified mixing and storage.

Some of the high priced chelated micronutrients are losing market share as the awareness grows that higher cost is not economically justified.

More Zinc Needed

It is inevitable that as crops mine zinc from the soil it will become depleted. Deficiencies may show up in areas of the country that have not shown deficiencies before. It is important to maintain the proper balance of zinc by at least adding back to the amount removes by the crop. The use of zinc of zinc steadily increase as growers strive to maintain soil fertility.

Knowledgeable Dealers

The dealer has to select the most cost-effective and most environmentally-friendly zinc product that is best for the grower and the long-term maintenance of the soil. Dealers need to become more knowledgeable about zinc benefits, costs and applications. Dealers will be the first line of information for the grower about zinc products and their agronomic effectiveness. Dealers will have to separate the facts from the myths about zinc for the benefit of their customers.

Improved Efficiency

Efficiency will be the driving force when choosing the most beneficial source of zinc. The goal is to reduce the amount of zinc applied, increase yields and improve crop quality. This will be accomplished with precision application of a controlled amount of zinc. Root zone application of zinc will take priority over broadcast applications. Improved foliar application techniques will reduce plant damage and make applications more timely.

NULEX is the Best Value

NULEX Liquid Zinc is the highest concentrated liquid zinc complex sold in America. It is a clear, pure, transparent liquid that contains no significant heavy metals. Nulex mixes easily with most liquid fertilizers and requires little agitation. A low cost per unit of actual zinc and more efficient plant uptake makes NULEX profitable for growers and dealers. NULEX is your BEST VALUE in liquid zinc.