

**50% humic acid  
3% fulvic acid**

**humiZen Magna Plus** is derived from humalite, a highly concentrated source of humic acid found only in Alberta, Canada. Humalite contains a unique profile of functional carbon groups, unmatched by other source materials.

Magna Plus is a revolutionary humic-fulvic product, delivering the unique properties of humalite in a durable, fertilizer-compatible granule, partially solubilized for rapid release and availability in any soil type.

## Benefits



Partially solubilized to provide rapid release in any soil type.



Delivers the soil amending benefits of humic acid and the chelating functionality of fulvic acid in a single application.



Proven improvement of nutrient efficiency in conditions conducive to loss or immobilization.



Improves soil structure and moisture retention.

## Features

HumiZen Magna Plus represents a new era in humic acid technology, delivering the best source of humic acid with an unparalleled level of operational convenience.

- Compatible with dry fertilizers including urea
- Durable in blending and handling

- Effective at low rates to minimize handling and loading

- Suitable as a stand-alone soil amendment or in blends with fertilizers or other dry inputs

- Certified organic in order to provide versatility in any operation

## Testing Methods

All humiZen products use the "HPTA" testing method to report humic & fulvic acid content. Most suppliers report content using a simple analysis called the "colorimetric" method. This method shows a higher result but is less accurate and is easily deceived by non-humic additives. We hold the humiZen brand the highest standards and have chosen the highest standard of analysis.

The HPTA method is the most accurate method for quantifying humic acids and the only method capable of properly quantifying fulvic acids.



To learn more about humic testing methods, please see our website at [www.blackearth.com](http://www.blackearth.com)



## Application Rates

| Crop                                                                                                                                            | Application                                                                                  | Rate                                   | Timing                                                                                                                         | Frequency                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Cereals, oilseeds, pulse crops & legumes, annual fruit & vegetable, root vegetables, forages, hemp/cannabis, turf crops, tree fruits and vines. | Broadcast applications – as a standalone product or blended with compatible dry fertilizers. | 22 – 84 kg / ha<br>(20 – 75 lb / acre) | Preplant in spring or prior fall for annual crops. Prior to growing season or between cuttings or harvests on perennial crops. | 1 x per season. For perennial crops additional applications may be made as desired. |
| Cereals, oilseeds, pulse crops & legumes, annual fruit & vegetable, root vegetables, forages, hemp/cannabis.                                    | In-furrow or banded with fertilizers.                                                        | 5.5 – 22 kg / ha<br>(5 – 20 lb / acre) | Preplant or at planting.                                                                                                       | 1 x per season.                                                                     |

## Your Growth Partners

From agriculture to industrial application, our range of Canadian made products are built to help you achieve your growth goals. Backed by science, our sustainable humalite products improve soil health, create stronger plants and increase crop yields.

With humiZen you no longer have to choose between being a responsible environmental steward and your bottom line.

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