



GOAL: DISPLACE 2 MILLION TONS OF NITRATES & PHOSPHATES

COMMERCIALLY PROVEN NUTRIENT MANAGEMENT PLAN DEFIES OTHERS

What is the benchmark for success?

In straight talk, a 10-year goal displaces 2 million tons of nitrates and phosphates and prevents them from ever entering the environment at all. Under the plan:

- The green industry can self regulate at no extra cost
- Get as good if not better results
- Realize an environmental bonus in the process
- Play a major role in solving a huge problem for society

Brightleaf's strong leadership is necessary to spearhead this mission. It has a reputation for getting results. Several years ago, Brightleaf was asked by Nutrients PLUS, a fertilizer marketing company, to devise a method of fertility that has become a cornerstone for it's success. The rewards have been satisfying for all involved especially customers in the landscape industry who have successfully implemented a fully operational nutrient management plan, with fertilizers containing organic matter, despite being led to believe anything but conventional practices were possible.

There were no grants awarded or laws imposed, just buyers making their choice in the free market.

What identifies the commercial solution's effectiveness?

Nutrients PLUS's customer base now spreads into 40 states, sixty percent of new business came from existing customers purchasing more than the previous year, the average customer orders 2-3 tractor-trailer loads of fertilizer. Hardly a niche market for a small fringe group of buyers, as detractors had believed.

NOT ANOTHER BAN. THIS PLAN IS FOR EVERYONE.

With Brightleaf's solution, bans are not required to realize its goals for nutrient reduction, particularly those without regard for how to get results when imposing these restrictive measures. Another well-intentioned yet frivolous activity is the search for a panacea fertilizer. Natural and organic sources are not new so if there were a panacea, super fertilizer it would have likely been found long ago, going back to beginnings of agriculture. Unfortunately, aggressive actions are leading to the elimination of many useful resources and are led by newcomers with influence whose voices go unchallenged in a vacuum, void of leaders that would otherwise bring reason to the discussion.

We need change but not where there is less choice and with what remains as alternatives, one is left feeling as though it was forced upon them. The Brightleaf Fund puts an end to those failed policies and created an all-inclusive, all-encompassing, national platform. Bioethically conscious citizens are encouraged to use a variety of organic materials as long as processing and testing is sufficient. With vast recycling, an abundance of opportunities will develop. With some sources, there will always be critics that will exaggerate their disadvantages. Left unabated and **societies' greatest needs might be lost; clean water!** Lets not allow that to happen.

Our industry's perceived image is one giving lip-service "to apply only what is needed" when promotions encourage purchases of as much salt-based tonnage as possible. With this sort of hypocrisy, it should be of no surprise the localities fed up by our in-action have reacted with imposed restrictions and bans. **It will be easy to energize the good people of our industry who really care about changing the reputation their industry has received as being a major polluter.** We may not be a main contributor to runoff and leachates as commonly defended but who listens? With the commercial plan, nutrient management in action, the industry has a wonderful public relations opportunity.

NUTRIENT MANAGEMENT IN ACTION

The resistance by the market to embrace more choice was primarily logistical. A production model was needed to incorporate two separate, seemingly competitive, infrastructures for manufacturing. Conventional, NITROGENOUS BLENDING OPERATIONS are not exactly what come to mind when buying fertilizer with natural organic ingredients. Similarly, EGG PRODUCERS are not normally associated as being a supplier to a synthetic packaging company. It had never been done before but that did not stop Brightleaf. NOW THESE DISPARATE SYSTEMS ARE WORKING TOGETHER.

With its national platform Nutrient PLUS embraces all past competing entities. Together, with Brightleaf, they can be credited as the architect of America's most extensive production network in the professional fertilizer market—coast to coast, 12 locations in all. Each committed to solving the clean water objective.

Fertilizers made at these facilities are no longer competitors with two different, organic vs conventional, manufacturing perspectives. Here, a much wider selection provides the choices needed for anyone desiring to conform to any particular agencies' agenda. The EPA Resource Conservation Challenge publication, *Greenscapes**, promotes environmentally beneficial landscape practices and suggests "WHEN SHOPPING FOR FERTILIZER LOOK FOR PRODUCTS CONTAINING NATURAL ORGANIC INGREDIENTS". That is an important hallmark to the Nutrients PLUS philosophy. The Organic Materials Review Institute**, OMRI, lists one key Nutrients PLUS ingredient, **Nature Pure**, for use by organic growers.



All Nutrients PLUS products meet the guidelines set forth by American Association Plant Food Control Officials***, AAPFCO, and are registered in each state they are sold into. Until Nutrients PLUS, no such one-stop source for every product category existed. This is a breakthrough since the days are gone when the professional applicator could select whatever fertilizer they wanted to get results and keep their cost down. Now, they are paralyzed by the confusion created by the lack of a singular unifying code. Until the Brightleaf model came along.

* For more information on *Greenscapes*, visit www.epa.gov/GreenScapes

** For more information on OMRI, visit www.omri.org

*** For more information on AAPFCO, visit www.aapfco.org

THE PLAN NEEDS A NON-COMMERCIAL, SCIENCE-BASED RESEARCH COMPONENT

Supporters of THE BRIGHTLEAF RESEARCH FUND don't need the research for a company, Nutrients PLUS, to sell more fertilizer. Nutrients PLUS is already a commercial success proving the message works. They've also constructed a national platform for all to agree on. They pay competing industries to make it happen as a patron of their products and services. Above all, Nutrients PLUS has become the fund's first GOLD SPONSOR. However, the company Nutrients PLUS cannot be asked to go it alone.

THE BRIGHTLEAF RESEARCH FUND is a large undertaking and the company Brightleaf is up to the challenge with your help. It was able to elbow its way past 50 years of habit despite the road blocks presented by an old, very established way of doing things, totally resistant to change. Brightleaf is a trustworthy and reliable steward for the fund. THE BRIGHTLEAF FUND sets the course for a greater cause than promoting a new brand of fertilizer.

