



WELCOME

Thank you for your interest in Brightleaf and another business we helped form, Nutrients PLUS. Brightleaf assisted Nutrients PLUS with a new approach to fertility using natural and organic based fertilizer products that are growing in demand while conventional fertilizer application methods have simply become outdated. With more products containing organic matter available applicators are realizing more and more everyday how effective they really are!

To maximize results from additions of organic matter I invite you to learn more about NPK PL15, an acronym for (N) nitrogen, (P) phosphorous, (K) potassium PLUS 15 pounds of organic matter and representing the annual requirement to optimize plant quality. Find out more about NPK PL15 and Nutrients PLUS, the company formed to implement this innovative approach and all the benefits it will bring to your fertility program. Also, see how this consulting business, Brightleaf, can assist you and your company with training materials and seminars.

Brightleaf presentations can also be customized for various audiences to suit your needs:

- Employees and customers
- Golf associations and homeowner associations
- Government officials and agencies

See more on the following pages and thank you again,

John Moriarty, Brightleaf





COMMON SENSE APPROACH TO FERTILITY

“Why didn’t someone think of this before?”

Fertility programs should consider the effects nitrogen has on the soil’s C:N ratio. This fundamental tenant is important, widely discussed but usually not practiced. Programs considering the interdependence between nitrogen and carbon will help turf managers and growers in the following ways at no extra cost:

- Reduce plant nutrient requirements
- Minimize leaching and runoff
- Increase tolerance to drought & heat stress
- Reduce plant disease causing pathogens
- Reduce plant protection chemical usage

The benefits of organic matter and the carbon it contains are well known. HOW TO REALIZE these benefits is not as well known, so the presentation’s message is long overdue. Provided is an easy-to-learn method of fertility that accounts for nitrogen and carbon!

Budgeting for organic matter is the critical first step in any program referred to as organic. As a common denominator of all organic fertilizers, learn how much is actual organic matter, the relevance of this percentage and rates to apply. Programmed quantities of organic matter are needed.

Support for such additions is provided in Common Sense Approach To Fertility. Presented in a clear and concise manner we explore the weight of soil’s living matter. What should it weigh?

Other important values such as this biomass:

- The weight of soil itself
- The amount of naturally occurring organic matter contained in the soil
- The amount of organic matter replenishments required by the soil

These values can be known but are not constant. Weather, atmospheric and decomposition activities alter the condition of organic matter in soil thus complicating the desire to stabilize the soil’s C:N ratio. See how this complex interrelationship works but how simple it can be managed in most circumstances. Such a practical program is deceiving.

Can you really learn of an economical solution for a sustainable yet effective fertility program to fulfill your stewardship responsibilities for the environment under your care?

For answers, you are invited to attend this presentation.

Presentation by Brightleaf

Brightleaf is a company that assists customers with agronomic training, product sales and marketing activities. Presenting for Brightleaf is John Moriarty. John Moriarty’s particular area of interest is natural and organic based fertilizer. As with many innovative ideas ‘Common Sense Approach to Fertility’ leaves one asking: “Why didn’t someone think of this before?”

Presenter: John Moriarty

John holds degrees in agronomy from Virginia Tech and in forestry from Paul Smith’s College of Arts & Sciences. Currently he is President of Nutrients PLUS, LLC, has held executive and sales positions with Harmony Products, Inc., Landscape Supply and owned his own professional lawn care company, Southern Lawn. An avid golfer, John particularly enjoys applying his experience to golf course development such as construction of Harmony’s Research & Demonstration Facility, Harmony Mountain, site of Harmony GC.

