



# Flowers Canada Ontario 2017 Research Conference

February 1, 2017



- 2011: **ICL** (Israel Chemicals Ltd.) purchased Scotts Professional Division.
- Name changed from Scotts Professional to Everris.
- In 2015 the name Everris was changed to ICL Specialty Fertilizers (ICLSF) for marketing purposes.





- ICL is a global fertilizer and specialty product company.
- Basic producers of P, K, Mg, acids and specialty chemicals.
- Commitment to sustainability.



- Manufacture and develop water soluble, and controlled release fertilizers.
- Our main markets are greenhouse, nursery and specialty agriculture.



## Premium Straights



## Water Soluble Fertilizers

**Peters<sup>®</sup>  
Professional**

**Peters<sup>®</sup>  
Excel**

**Peters<sup>®</sup>  
Excel<sup>®</sup>  
pHLow<sup>®</sup>**

## Controlled Release Fertilizers



**Truban<sup>®</sup>**

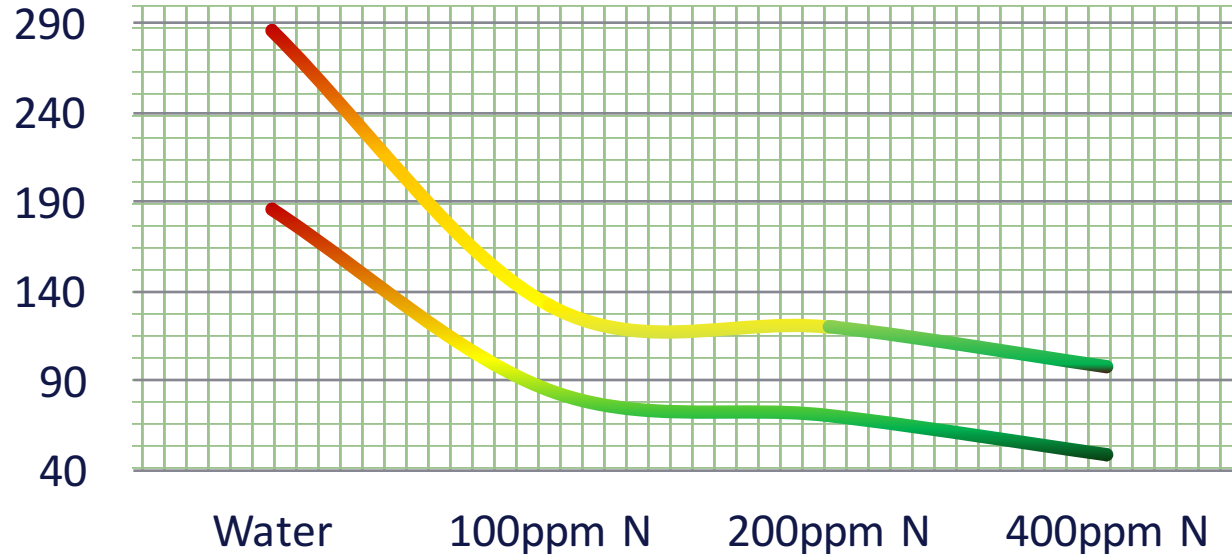


- Water test
- Know your water **alkalinity**
- Do in-house pH and EC testing
- Express your ideas and needs to fertilizer manufacturers
- Ask what is new



- Lower rates
- Products that do more than provide plant nutrition

Alkalinity correction using  
Peters Excel pHLow<sup>®</sup> 21-7-7 **Acid Hammer**

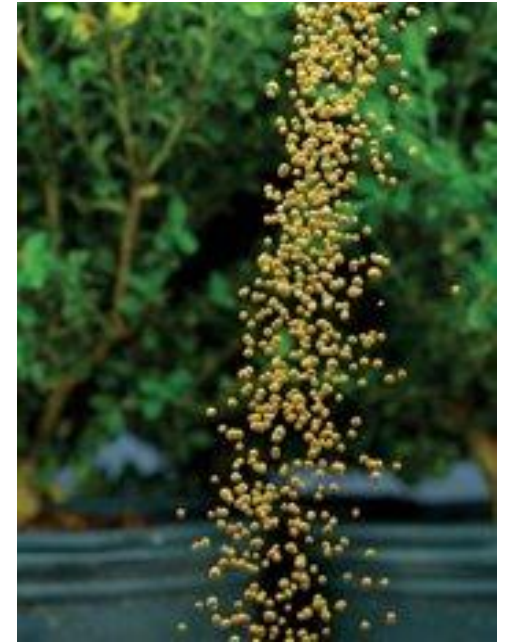


- Increased interest in CRF for greenhouse production and agriculture
- Part of nutrition program as base feed
- Movement to make “smart plants”
  - Post production nutrition
  - Delayed release

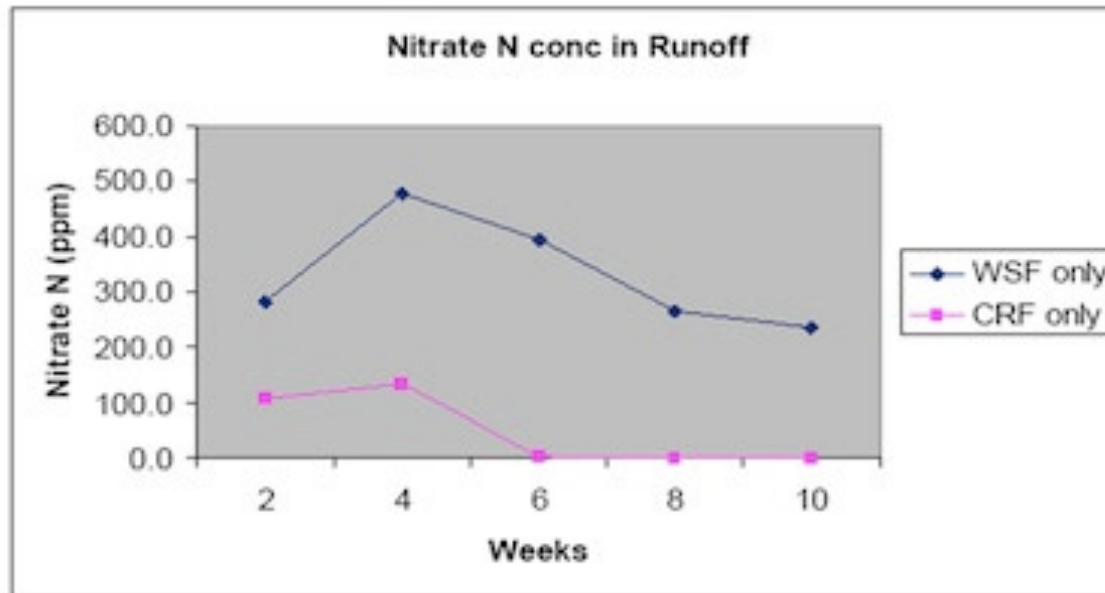




- Want nutrients left for post production
- Less wasted nutrient
- Reduce nutrient runoff
- Reduce fertilizer cost
- Reduce labour
- Lower EC
- Nutrients constantly available



## Environment

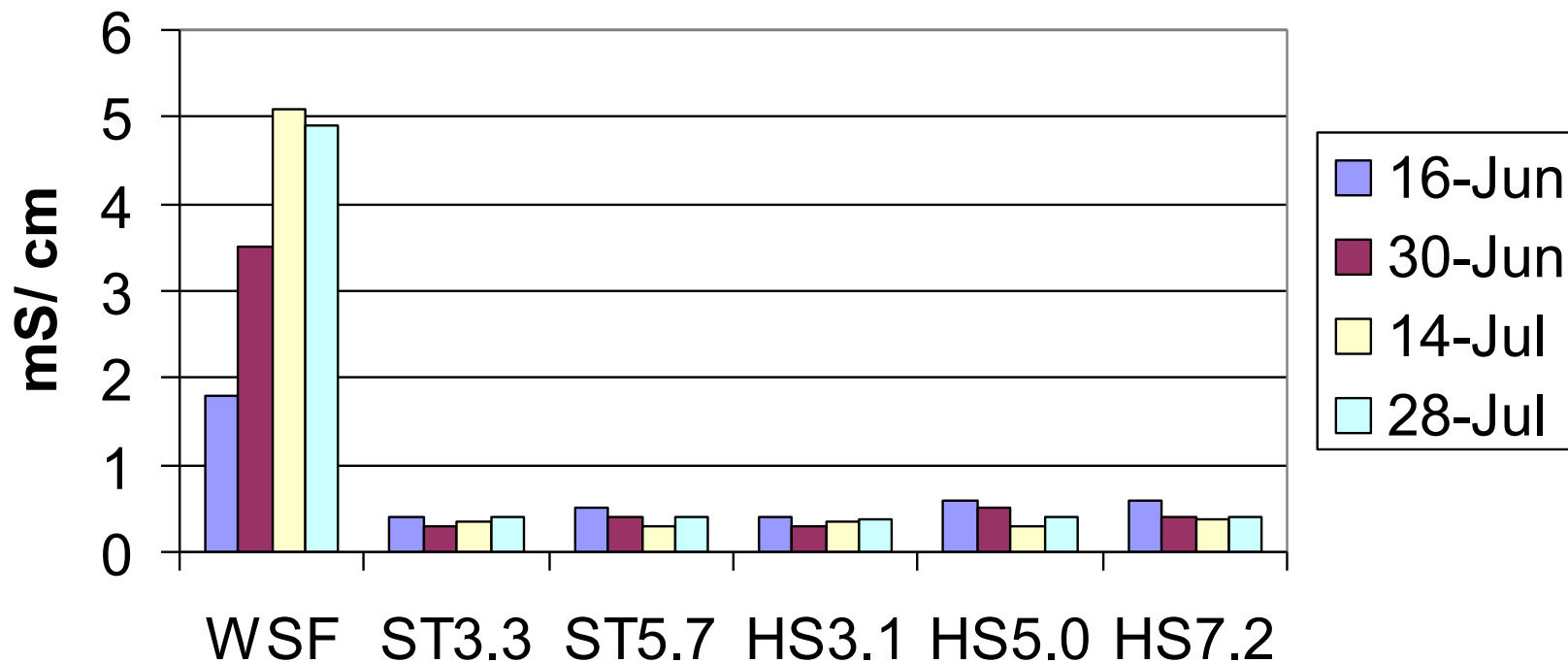


Measurement of Nitrate N in run-off from containers fed with 250 ppm N via drip compared to 100% CRF.  
 (Bridgen & Mattson, Cornell Long Island Research Center 2008)

University research clearly shows the SAFETY & Environmental benefits!

**Geranium Substrate E.C. – Osmocote Plus maintained a much lower and uniform EC compared to WSF = Very Safe & Less Stress!**

## Substrate EC (Pourthrough)



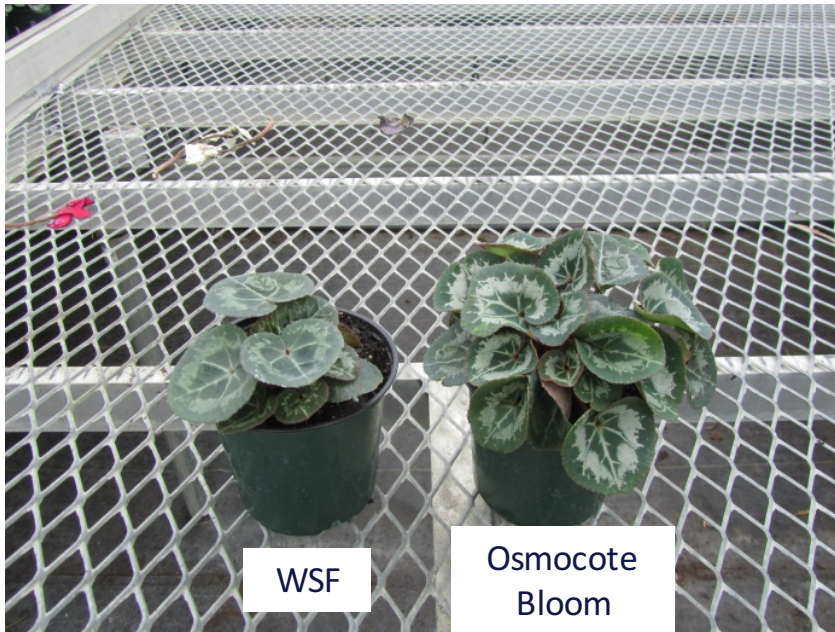
- Combination fertilizer programs
  - Use a low-to-medium rate of CRF along with reduced ppm applications of WSF (as needed).



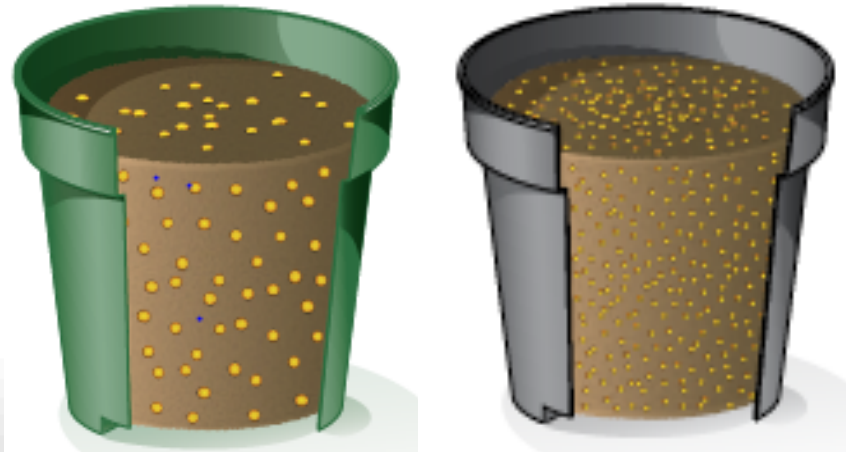
- Producing wide variety of crops
  - Use one concentration of WSF on all crops and supplement with CRF on heavy feeders.



- Continuous, base-feed, during production
  - CRF is actively releasing nutrients when you can't apply water soluble fertilizer
    - During cool, wet or cloudy weather
    - Busy shipping times



- A controlled release fertilizer for short term, high quality crops in small containers.
- 100% polymer coated, complete, NPK and micronutrients mini prill
- Longevity: 2-3 or 5-6 months @ 21° C.
- Lower P / High K analysis for compact growth.
- Excellent for propagation and production.
- Very safe, even at higher label rates.









- More blooms, reduction in production time and a significant savings in the total fertilizer cost.



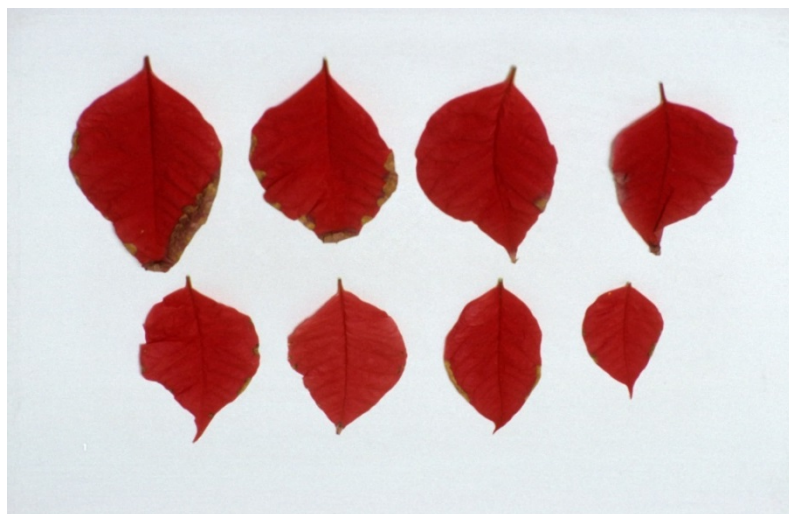
# ***E-Max***

## ***RELEASE TECHNOLOGY™***

- A new, reacted polymer coating developed by ICLSF that ensures reliable, consistent and safe release



## Osmocote<sup>®</sup> CalMag



Goal: using fertilizers as efficiently and effectively as possible to achieve high quality growth and profitable return on investment with minimal environmental impact.

Future Best Management practices need to...

1. Maximize **economic** return.
2. Increase production **efficiency** – matched to today's cropping systems.
3. Minimize **environmental** impact.



ECONOMY • ECOLOGY • EFFICIENCY



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