

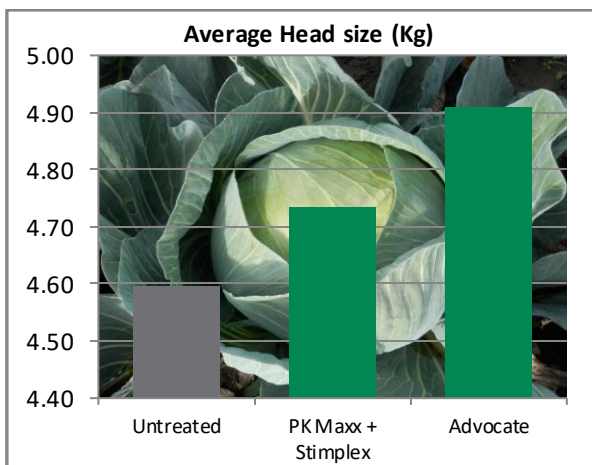
NEW GENERATION CALCIUM

AdvoCate is a unique formulation of Calcium in combination with key nutrients and bioactive agents providing a highly effective foliar treatment for vegetable and salad crops.

Unlike traditional products such as Calcium Chloride and Calcium Nitrate, **AdvoCate** is complexed with natural sugars, amino acids and seaweed, providing exceptional Calcium mobility within the crop leading to enhanced nutrient uptake and delivery.

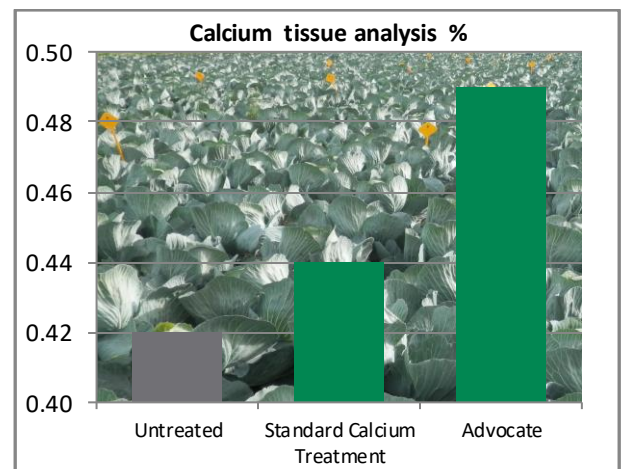
AdvoCate is recommended for the correction of physiological disorders and increasing storage qualities in a wide variety of vegetables.

Graph 1



AdvoCate increased yield by 7%

Graph 2



AdvoCate increased Calcium levels by 18%

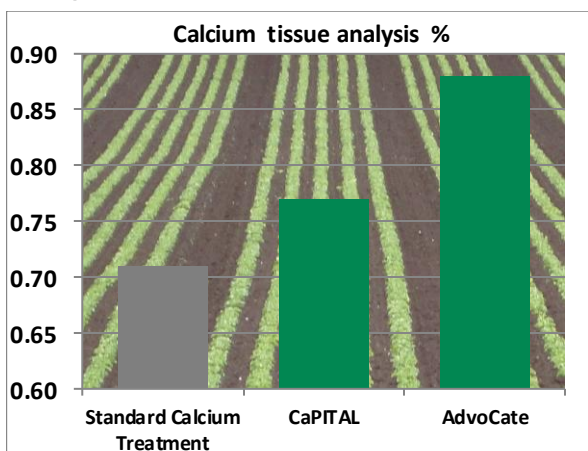
Independent Cabbage trials 2012 - Graphs 1 & 2

Standard Calcium Treatment: 3 l/ha x 4 applications = 12 l/ha total product applied

AdvoCate: 2 l/ha x 4 applications = 8 l/ha total product applied

PK Maxx & Stimplex: 2 l/ha of each x 4 applications = 8 l/ha of each product applied

Graph 3



Independent Lettuce trials September 2011 - Graph 3

Standard Calcium Treatment:

3.5 l/ha x 4 applications = 14 l/ha total product applied

AdvoCate:

2 l/ha x 4 applications = 8 l/ha total product applied

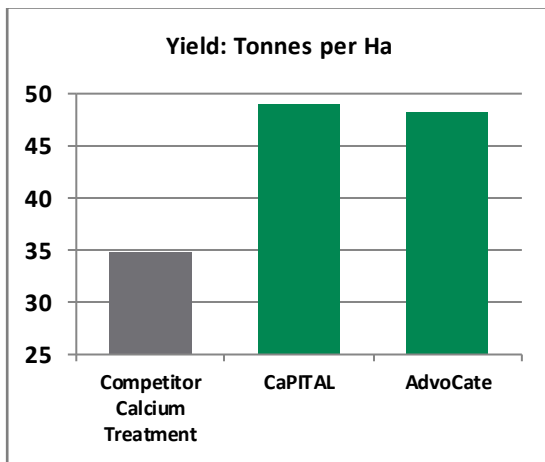
CaPITAL:

2 l/ha x 4 applications = 8 l/ha total product applied

*Independent Trials carried out by
Fresh Produce Consultancy Ltd 2011 & 2012*



Seed Potatoes - Yield Analysis:



Competitor Calcium Treatment:

1 l/ha x 2 applications = 2 l/ha total product applied

CaPITAL:

1 l/ha x 2 applications = 2 l/ha total product applied

AdvoCate:

1 l/ha x 2 applications = 2 l/ha total product applied

*Independent trial carried out by RN Agronomy Ltd
September 2010*

ANALYSIS:

Nitrogen (Nitrate N)	3.6% w/v	(36 g/l)
Calcium (as CaO)	9.0% w/v	(90 g/l)
Zinc (Zn)	1.5% w/v	(15 g/l)
Iron (Fe)	0.18% w/v	(1.8 g/l)
Molybdenum (Mo)	0.10% w/v	(1.0 g/l)
Boron (B)	0.02% w/v	(200 mg/l)

7.5% w/v (75 g/l) bio active agents including seaweed, amino acids & complexing sugars

Application Rates & Timings:

POTATOES :	Apply @ 1.0-2.0 l/ha at start of tuber bulking. Repeat @ 1.0-2.0 l/ha during tuber bulking.
ROOT CROPS :	Apply @ 1.0-2.0 l/ha from 4-6 true leaves. Repeat @ 14-21 day intervals depending on growing season.
LETTUCE*/ LEAFY SALADS* :	Apply @ 1.0-2.0 l/ha from 10-14 days post planting. Repeat @ 10-14 day intervals.
BRASSICAS* :	Apply @ 1.0-2.0 l/ha from 3-4 true leaves. Repeat @ 10-14 day intervals.
ALLIUMS* :	Apply @ 1.0-2.0 l/ha from 3-4 true leaves. Repeat @ 14-21 day intervals.

*Propagated plants will benefit from an application of **AdvoCate** via irrigation techniques at a rate of 4-6 mls per litre of water ideally just prior to planting out.

AdvoCate is best applied as a foliar spray at water rates of 200-600 l/ha depending on the crop type and stage of growth.

Pack Sizes: 2 x 10L boxed and 1000L IBC

This product is physically compatible with a wide range of tank-mix partners. Check compatibility prior to adding to the spray tank. Consult your local advisor or Ilex EnviroSciences for specific recommendations. Do not apply in strong sunlight. Efficacy may be affected by crop health, growth stage and weather conditions. Ilex EnviroSciences accepts no liability for damage to treated crops.