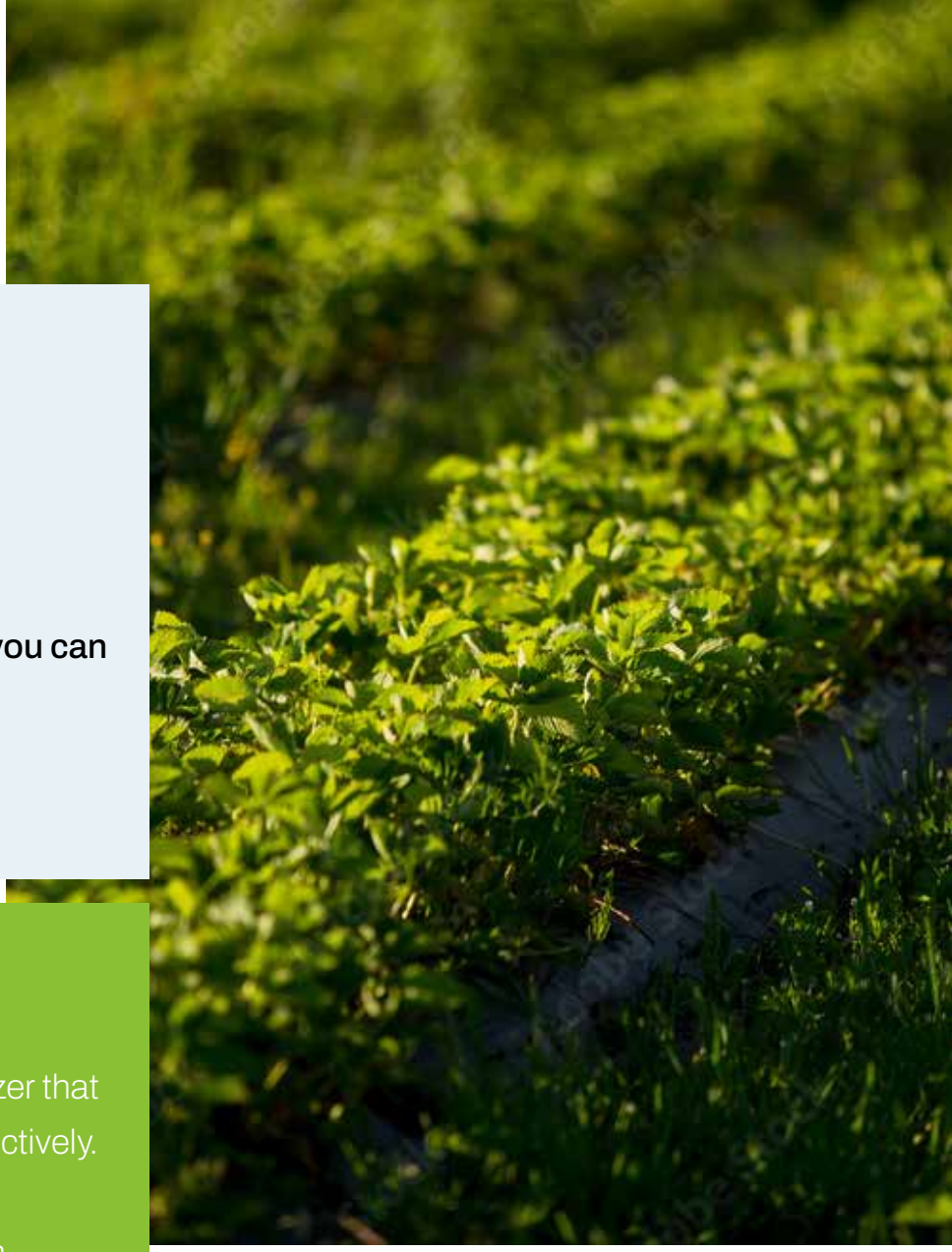
Cell Power® SizeN®

Get smart with nitrogen



IT'S TIME TO RETHINK CROP NUTRITION

With a stabilized amine nitrogen, you can improve nitrogen-use efficiency. So you get more...from less.

WHAT IS SIZE N?

Cell Power® SizeN® is a smart fertilizer that makes crops use nitrogen more effectively.

Crops take up conventional nitrogen fertilizers as nitrate. This favors vegetative growth – leaves and shoots. But SizeN® uses unique chemistry: a complexed form of amine urea.

By allowing the crop to absorb amine, it can focus on reproductive growth – flowers, fruits, roots and tubers – increasing yields and quality.

POWERFUL EFFECTS

- Up to 12x more metabolically efficient
- Focuses growth in the right places
- Suitable for fruit, vegetables and potatoes

GOT QUESTIONS?

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OMEX®

What can SizeN® do?
Using SizeN® displays a triple effect in the crop. It puts more nitrogen into the crop, it promotes growth in the parts we harvest, and is more energy efficient for the plant to process. This means higher yields, better quality produce, and healthier plants – and less wasted nitrogen.

What crops respond to SizeN®?
Many crops can benefit from the stabliized amine nitrogen formulation of SizeN®.

Leafy vegetables, berries, grapes, potatoes and other root crops display particularly favorable results.

How do I use SizeN®?

Rate:	1 - 2 quarts/acre
Application:	Through all types of irrigation system appropriate for crop
Timing:	14-day intervals, according to crop

How do I find out more about SizeN®?
The OMEX® team is always available to answer growers' queries and questions relating to optimizing crop nutrition.

Try our **website** first: **www.OMEXUSA.com**

Email us at **OmexUSA@Omex.com**

or **call 559-661-6138**

Or contact your local OMEX USA Territory Manager for more information and advice.

SizeN®: for smarter nitrogen use

Nitrogen is arguably the most important nutrient for crops to access and for farmers to buy.

Yet while we compare and contrast different molecules for crop protection, rarely do we consider 'nutrition chemistry'.

In fact, plants take up three types of nitrogen: nitrate, ammonium, and amine, responding differently to each.

Nitrates encourage auxin production, which favors vegetative growth. Lateral growth is suppressed; vertical growth promoted. The result is open, leggy crops: reduced tuber mass in potatoes, poor uniformity and pest susceptibility in leafy vegetables, fewer flowers in fruiting crops.

Absorption of nitrogen as **ammonium** will yield the same total biomass for a given amount of nitrogen, but more of the biomass will be found in the roots. However, soil microbes quickly convert ammonium to nitrate - which leaves the grower back at square one.

Amine, however, is the most energy efficient form of nitrogen; the plant can process it in the roots, unlike nitrates which require transport to take them to the leaves for processing. The carbon energy saved by the plant means amine is up to twelve times more metabolically efficient than nitrate. What's more, amine encourages cytokinin production, the hormone that favors reproductive growth.

SizeN® employs a unique chemical approach to ensure its amine nitrogen remains invisible to soil bacteria, while remaining available to the plant for root uptake.

By supplying the plant with nitrogen as amine, it has access to a more efficient type of nitrogen. This means that the same amount of plant growth can be delivered through lower applications of nitrogen.

What's more, trials have revealed how growers can use SizeN® to adjust the **marketable yield** of certain crops. For example, potato growers can manipulate tuber size distribution to better meet the specific requirements of their end markets: salad potatoes, chipping, crisping.

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