



GENEL[®]

products available
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Nutrient absorption booster
an advanced complex fertilizer designed
to optimize crop nutrition.

your success
story





Its innovative formulation enhances nutrient absorption efficiency while maximizing fertilizer utilization, helping your crops achieve peak performance and unlock their full yield potential.

Nutrient absorption booster

Enhances plant nutrient uptake efficiency, optimizing crop development and yield potential.

Our advanced formula combines natural extracts, organic acids, and balanced macro/micronutrients to:

- Improve soil fertility and nutrient availability
- Maximize utilization of both native and applied fertilizers
- Reduce resource waste while boosting ROI on fertilizer investments
- Mitigate soil stressors (toxicity, salinity, compaction) for healthier root systems

Resulting in more resilient crops with consistently higher productivity.

The ideal solution for

- 🌿 Ineffective fertilization.
 - Soil complexity.
- 🌿 Yellowed crop areas and low foliar emission.
 - Activate the water and nutrient absorption.



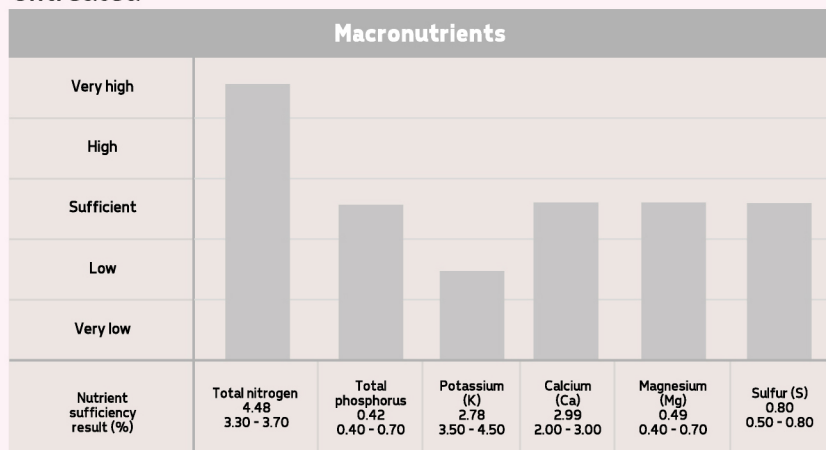
Application rates by crops

	Crop	Qt/ac	Application timing
	Tree nuts and fruit tree crops	2 - 4	At the beginning of the emission of new roots and apply after harvest for a second time.
	Table and wine grapes	3.5	Apply in spring each 2 or 3 weeks, during the emission of new roots.
	Tomatoes and vegetables	2 - 3	Apply each 2 or 3 weeks after harvest.
	Row crops	1 - 2	At the beginning of the emission of new roots.
	Cotton	2 - 3	Apply using an irrigation system at the beginning of the frame, repeat 15 days after.



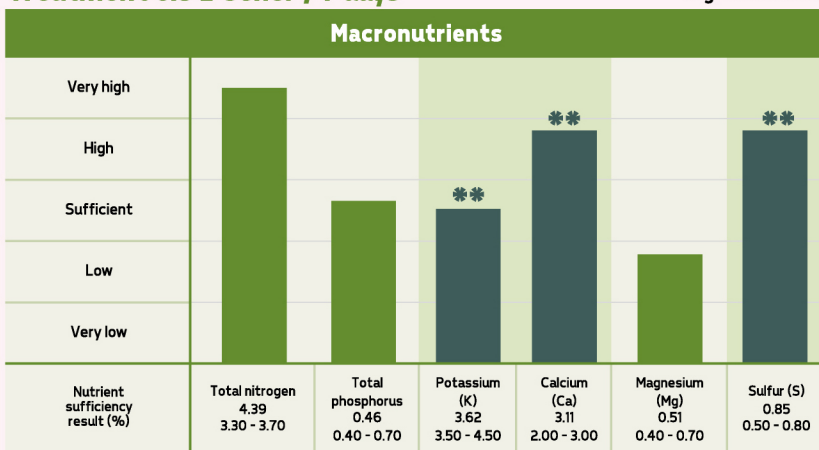
Ion absorption by tomato plant roots:

Untreated



Treatment 0.5 L Genel® / 7 days

** Significant rise



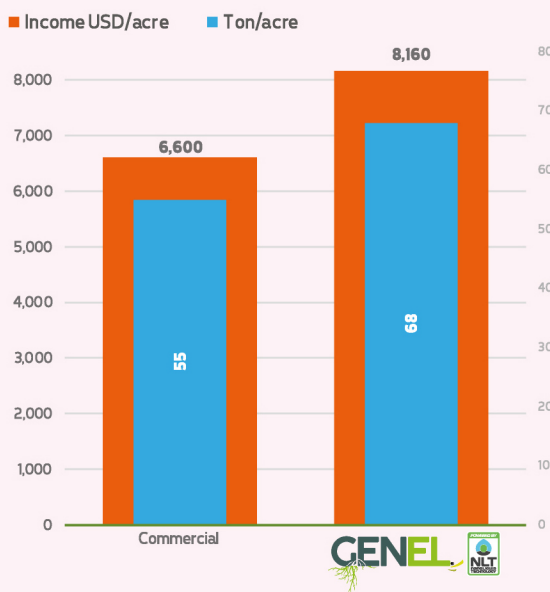
Promotes higher nutrient absorption
Improves tissue structural integrity - Performance

Location: California, USA. **Crop:** Tomato. **Type:** Industrial. **Treatment area:** 7.5 acres.

Genel® by drip irrigation: 2 L/acre 20 days after planting • 2 L/acre 15 days after (post induction).

Evaluation: commercial harvest, total production Vs general average.

Impact of Genel®



Control



GENEL



Control

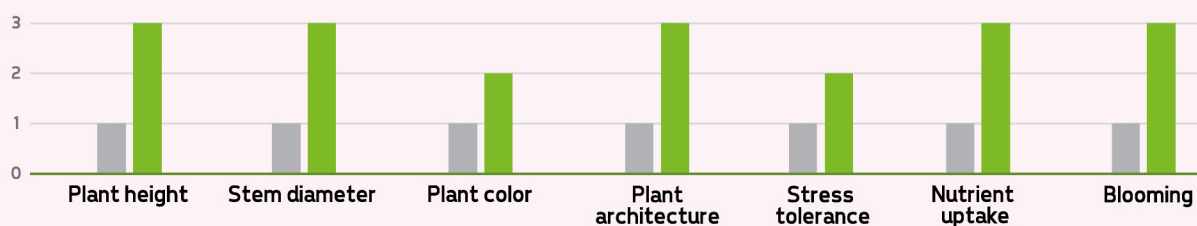


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Location: Navolato, Sinaloa. **Crop:** Tomato. **Cultivation model:** shade cloth. **Transplant:** January 21st, 2025

Application: January 21st 2025 2 L/acre • February 5th 2025 1 L/acre. **Evaluation:** 10 and 20 DAA.

Yield components



Control

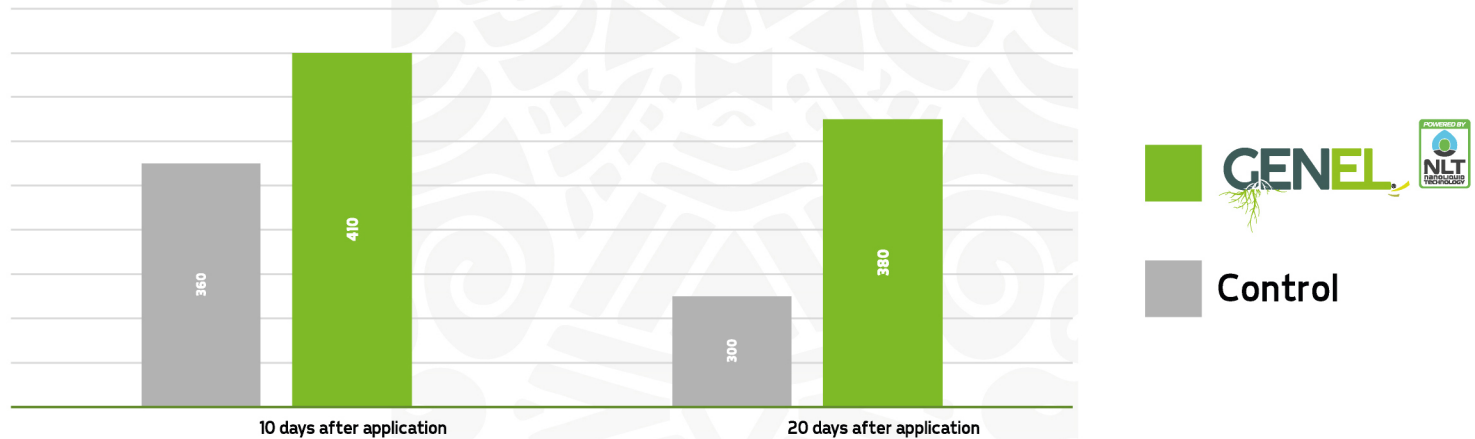
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Benefits of Genel® application Boosts nutrient absorption

Nutritional assessment: calcium absorption in plant tissue



Calcium absorption (ppm)



Leaf tissue concentration

Treatment	N	K	Ca
Fertilizer + 0.5 L/acre Genel®	4.4	3.6	3.1
Fertilizer + 1.0 L/acre Genel®	5.0	3.7	3.3
Fertilizer	4.8	3.4	0.0

