

Furst-Class[®]

CONCENTRATE
NUTRIENT-UP TAKE ENHANCER

Head Lettuce (UN-32 Sidedress)

Block Specifics: These trials were conducted in six commercial head lettuce fields near Yuma, AZ. All fields were planted between September 21 and December 5, 2007. Production practices were identical in all fields with the only difference being the addition of Furst[®]-Class Concentrate. All fields were harvested with commercial crews based on local harvest schedules.

<u>Treatment</u>	<u>Acre Rate</u>	<u>Timings</u>
1. Furst-Class Concentrate	16.0 fl.oz/acre	UN-32 sidedress (28-45 gals) @ 2-4 leaf stage
2. UTC (Grower Std.)	-----	UN-32 sidedress only (28-45 gals)

Results: Furst-Class Concentrate increased total head lettuce boxes/acre and tons/acre. Yield increases were greatest in the late fields (Oct 3-4). The higher yields in these late planted fields are very significant since growers can have difficulty increasing size during Dec-Jan. Heads were heavier, more uniform in size and color. The yield increase resulted in a higher dollar return to the grower where Furst-Class Concentrate was applied.

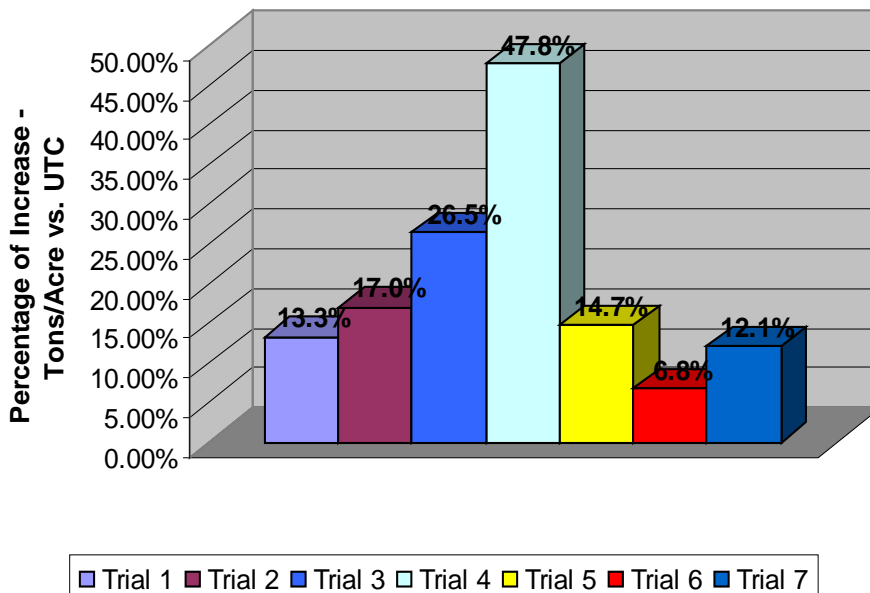
HEAD LETTUCE YIELD & GROSS DOLLAR RETURN YUMA, AZ • FALL - 2007

Overall Numbers		Furst [®] -Class Concentrate	907	44.7	20.3	8.7%	19.4%	\$290.19	\$281.31
		Grower Std.	835	40.8	17.0				
Variety	Planted	Treatment	Yield Boxes	Box Weight	Yield Tons	% Increase Boxes	% Increase Tons	Gross Return* Less Harvesting (Boxes @ \$4)	Gross Return* Less Harvesting (Net @ 4.25 cents/lb)
Javelina	Sept 21	Furst-Class	557	44	12.26	9.5%	13.3%	\$192.72	\$122.56
		Grower Std.	509	43	10.82				
King Cobra	Sept 25	Furst-Class	873	44.2	19.27	8.2%	17.0%	\$263.40	\$237.88
		Grower Std.	807	40.8	16.47				
Midway	Oct 3	Furst-Class	945	43	20.32	8.8%	26.5%	\$307.27	\$361.77
		Grower Std.	868	37	16.06				
Grizzly	Oct 4	Furst-Class	1040	48.0	24.96	23.6%	47.8%	\$793.96	\$686.63
		Grower Std.	842	40.1	16.89				
Cibola	Nov 2	Furst-Class	840	45	18.90	3.2%	14.7%	\$104.00	\$205.40
		Grower Std.	814	40.5	16.48				
Main Man	Dec 1	Furst-Class	895	44.0	19.69	1.4%	6.8%	\$50.00	\$106.73
		Grower Std.	882.5	41.8	18.44				
Domingos	Dec 5	Furst-Class	1200	45	27.00	7.1%	12.1%	\$320.00	\$248.20
		Grower Std.	1120	43	24.08				

* Conservative numbers of \$4 net to the farm on cartons (i.e. \$9 sale price less \$5 to harvest, cool, etc. = \$4 to the farm) and 4.25 cents/pound to the farm based on an 8.75 cent/pound sale price less the 4.5 cents to harvest)

Furst®-Class Benefits
Higher Yields/Acre
More Boxes/Acre
Heavier Heads
Uniform Color
Higher Net Return

Head Lettuce Yield Increases - Yuma, AZ



This may be one of the first examples of a product that has shown:

- *Consistent, Positive Results*
- *Tested on Local Farms*
- *Grown Under Local Growing Standards*
- *Presented by a Local Company*

This One Works!!