

PURPLE COW ORGANICS

- Based on the Seth Godin principle of growing a company today
- Success occurs when your customers believe your products are remarkable and are willing to tell your story
- If/when this happens; you'll stand out like a **Purple Cow** in a field of ordinary **Black and White** cows





A panel of experts concluded:
When selecting a biological, farmers increase their chance for success by selecting a biological that has more species.

BIOACTIVE LiquiLife™ & BIOACTIVE LiquiLife+™



LIQUILIFE™ & LIQUILIFE+™ BROAD-SPECTRUM BIOLOGICALS

Less than 1% of the soil microbes can be **made**, **modified**, and/or **stabilized** in a lab. Limited Species products come from this small group.

This is not a limitation with our Broad-Spectrum Biologicals.

It would take almost 9 minutes to run through all the microbial species in a typical DNA listing of LiquiLife+



CARBON, MINERALS & BIOLOGY

When using Biology (LiquiLife and LiquiLife+) always use with a food source



Carbon-based fertilizers

Use with Biology

OrganiCal™

Bio-Cal®

Soil amendments, minerals

Use with Biology

Bio-Gel, carbohydrate-based hydrogel, a retention agent & bio stimulant.

Food source for Biology



Assuming there is moisture, If minerals are not getting to the plant, the reason is either chemistry or biology.

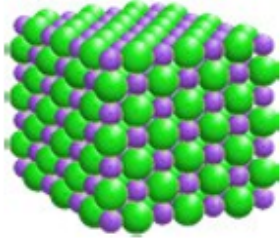
1. Excess or deficiency of a mineral (soil test and re-balance)
2. Minerals tied up, often with a clay particle and/or muck soils
3. Excessive chelation in the soil
4. A molecule without energy and exchange capacity, challenges associated with high-salt environments

For **clay** tie-up, excessive **chelation** in the soil and challenges associated with **high-salt** environments the solution is:

- Dissociation (break up the stagnant molecule)
- Reassociation (Carbon or Calcium)
- Bio-Availability and Biological Mineral Exchange



Clay, muck soil, and salt particles have no energy and lack the ability to bond, connect, advance, grow, or otherwise mobilize. It's a limiting factor in many operations.



green has a - charge
purple has a + charge

DISASSOCIATION

ADD ORGANIC ACID

Organic acids break apart the salt molecule.



ADD LIQUILIFE+™

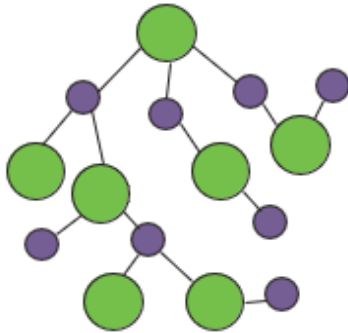
Specific microbes called Halophiles break apart the salt molecule.

RE-ASSOCIATION

CHEMISTRY

Now available exchange sites enhance the potential for uptake by the plant.

Calcium, sometimes referred to as the trucker of other minerals, is a key to bringing other minerals along the way.



BIOLOGY

Carbon is the connecting bond that advances aminos into peptides. Larger length structures (50 chains) and the peptide metabolizes into a protein.

UPTAKE AND EXCHANGE

What once was a limiting factor is now an opportunity. Biology drives the exchange process. Better quality inputs, precisely placed, more frequently applied, driven by biology.

MINERALS, CARBON, AND BIOLOGY.

This is why the use of Calcium and Biology work so well together.

- Dissociation (break up the stagnant molecule)
- Reassociation (Carbon or Calcium)
- Bio-Availability and Biological Mineral Exchange



THE **BIOACTIVE LIQUILIFE+™** NANO PARTICLE IS:

- A hollow wiffle ball shaped carbon particle made of silica.
- The particle can be loaded with other molecules and taken into the plant.
 - The nano particle has a high CEC. Therefore it is an advanced and efficient carrier.
- Endocytosis vs Osmosis/Diffusion



Thank You.

BIOACTIVE LiquiLife™

BIOACTIVE LiquiLife+™

Our liquid broad-spectrum biologicals will now be under one cohesive brand: **BIOACTIVE™**. You get the same effective biology and the same impressive results.

