



These two vines were planted at the same time with the one on the right supplemented with our Genesis Rhizo-Gen

Growth Time: One Year

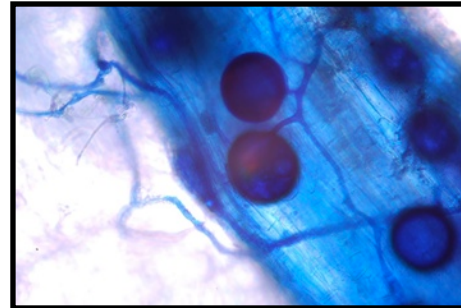


MYCORRHIZAE

*Mycorrhizae or "fungus root" is the key element why plants have survived on this earth for some 460 million years! Genesis Rhizo-Gen proprietary mycorrhizal components enable grapevines to naturally combat disease, aid in greater nutrient uptake and efficiencies in water use. **Simply put, healthier grapevines make healthier wines.***

Greater Plant Health

The use of mycorrhizae has been in practice agriculturally for some 100 years with varied results. Genesis has unlocked the technology for successful mycorrhizal inoculations. This is what differentiates Genesis; we are the first company that can prove its successes with successful infection and colonization of the mycorrhizae. Grape growers came to me four years ago and asked me to specifically show significant results using Genesis Rhizo-Gen, **and we have done just that!**



This is our colonized root fragment inocula. This image we see the big balls in the root with cell walls which are the spores. The fine spider web bushes are vesicles and the football shaped cell is a storage vesicle

Increased Financial Saving

The Results... Undeniable!

Genesis Rhizo-Gen Saves Money
Applied as a liquid through your existing drip irrigation system, **Rhizo-Gen costs are no different than one fertilizer application**, and mycorrhizae only needs to be applied

once during the life cycle of the target plant.

Greater Plant Health

Using Genesis Rhizo-Gen, plants will become scavengers of the soil and become much more efficient in their uptake of nutrients and water. Roots systems will now be able to use and access what is in the soil, where before without the benefit of mycorrhizal roots, the plant is unable to process the nutrients.

This provides significant financial savings through internal plant efficiencies.

process since 1980; we now have a product that is helping the grape industry with so many serious issues in regard to plant health and wine quality.

Please visit my website at GENESIS-SOILS.COM and check out the link, Pressing News", addressing leaf roll and Syrah decline/disorder and other important articles

I would be happy to meet with you to further discuss how Genesis can help you with greater plant health and increased wine quality and greater financial savings.

Best regards,
Bruce Coulthard

Owner and founder, Bruce Coulthard, has been a nurseryman and viticulturist since 1970 and has been working on perfecting the inoculation



The photo above shows the increased root mass using Genesis Rhizo-Gen. Photo on the right is a rudimentary approach.

