

Genesis Soil Products innovative Rhizo-Gen provides breakthrough technology for the Grape Industry.

Genesis Soil Products is a solution provider to the Grape Industry.

We provide nurserymen and existing young vineyards with mycorrhizal inoculum. We have developed a cutting edge product in liquid form that can be applied through existing drip systems and applied to nursery stock.

Grape Growers are becoming increasingly aware of the benefits of a holistic approach to organic farming, and are continually looking for greater plant health that translates into higher quality wines.

Mycorrhizae is the hierarchy of the plant system.

Genesis has unlocked the technology to transfer successful mycorrhizal inoculation to the vineyard. Mycorrhizae is one of the many proprietary components that make Rhizo-Gen liquid. Rhizo-Gen liquid components take a complete synergistic approach so that each element plays a part to enable infectivity of the highest level. After 25 years of trial and development we are now able to provide this product to growers.

Mycorrhizae are the roots roots, it is the reason plants are on this earth after 460 million years. **It provides natural protection to plants enabling them to naturally combat disease and become extremely efficient in their uptake of nutrients.** Mycorrhizae may naturally occur in some soils that are growing grapes after several years, however, we provide this 100% organic system to the vines at first growth in the nursery or soon after planting in the vineyard. *This ensures stability.*

Deficit irrigation is stressing the vines beyond a healthy point in order to develop the natural flavors that winemakers of today are expecting. Rhizo-Gen allows the grapevine to go through its natural stress management at harvest, but it keeps the vine on the healthy curve of stress. The vines will not decline in response to extreme stress and will recover after harvest without harmful stress related damage. The vines will move into winter with the ability to store needed nutrients for proper fall root growth potential. This will enable the vines to start their initial spring growth without having to recover from fall stress damage. This translates into healthy grapevines.

The extreme financial commitment to developing a healthy long lasting vineyard is paramount, at Genesis, we are simply a very inexpensive insurance policy. Today's land, development, and vineyard management costs are not friendly to plant decline, failure or mediocre wines.

Genesis Soil Products cost to growers is approximately \$100.00/ac depending on spacing. This is a one time cost. Traditional vineyard investments range from \$100,000.00 to \$400,000.00 per acre. **Genesis is a good investment!**

As a grower with 35 years of experience, I like those numbers and the benefits it offers.

Call us today, spring applications are underway! www.genesis-soils.com



Root system of a young grapevine using a rudimentary inoculum.



Root system of a young grapevine using Rhizo-Gen mycorrhizal inoculum. Note root system is much more advanced providing a healthier plant.

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