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Concept Ag Introduces TransMaxx Technology for Foliar Applications of Calcium and Other Nutrients

Charleston, MO, December 13, 2016...Concept Ag Soil & Plant Nutrition has launched **TransMaxx Technology**, an innovative translocation technology for foliar feeding crop fertility products. The announcement was made at the company's annual Agronomy Meeting, December 6, 2016, at its headquarters here. Concept Ag supplies fertility and microbial products used by crop growers to improve soil and plant health.

"We think there is a huge opportunity for bringing new technologies to fertility and biological products," said Concept Ag Owner and Chief Executive Officer Trey Curtis, speaking to a room full of farmers and agribusiness persons.

TransMaxx Technology opens the door for foliar application of specific nutrients, including calcium, considered ineffective until now, explained Daniel Hensley, Concept Ag's lead agronomist. In the past, foliar application of calcium was considered ineffective because calcium did not readily translocate through the plant to the root zone where it is absorbed and used.

Transmaxx Technology is a process designed into the company's micronutrient products to enable the systemic translocation of various nutritional elements throughout the xylem and phloem of all crops, Hensley explained. "**TransMaxx** is an innovative way to deliver specific, and often hard-to-get nutrients, to all crops," he said. MORE

ADD ONE

Concept Ag introduces TransMaxx Technology

“The improved and precise delivery of specific nutrients through **TransMaxx** will help growers to avoid a common bottleneck in advancing crop performance,” Hensley said.

Adequate calcium in the root zone contributes to building thicker and healthier cell membranes to help protect the plant from stress and disease, according to Hensley. Calcium also contributes to increased nitrogen efficiency, increased potassium and phosphorus absorption and it contributes to increased deposits of starch for heavier grain test weights¹.

Jonathan Seimers, a corn and soybean grower who operates near Cape Girardeau, MO, says **TransMaxx Technology** is appealing because it will help protect his fertility investment, an important goal especially when grain prices are lower.

“With **TransMaxx**, you can put fertilizer on when you know you have a flowering crop and you know you have an opportunity for ROI,” Seimers said.

Peanut and corn grower Erick Lyerly of Lake City, AR, has seen significant grade improvements since he started testing CalBor with **TransMaxx Technology** in 2015. Peanut quality grading is based primarily on peanut size, maturity and shell membrane thickness, Lyerly explained.

“We’ve seen a great peanut grade increase where we’ve used CalBor and that equals a premium. The money in our pocket was significantly greater because of the grade increases,” Lyerly said.

TransMaxx Technology will be available initially in Concept Ag’s micronutrient products **CalBor** and **Concept-Z16** (with zinc) and will be built into additional products in the future, Hensley said. Products with **TransMaxx Technology** can be tank mixed with most crop protectants and other fertilizers.

Despite lean times in the agricultural economy, Curtis reported Concept Ag saw a 60% increase in sales during 2016. In addition, the company doubled its staff and expanded its sales reach to 42 states last year, reported Curtis. The 46 year old Arkansas native founded Concept Ag in 2010, after working for several years in the seed industry. MORE

ADD Two

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Curtis attributed the company's dramatic growth to two main factors. First, Curtis explained, is a proven history of excellent return on investment for growers purchasing Concept Ag fertility and biological products. Second, he said, is the company's commitment to provide technical agronomy expertise, along with products.

"If we can help you make more money on your farm, it is better for you, better for us and better for our communities," Curtis concluded.

Transmaxx Technology is a trade name of Concept Ag Soil & Plant Nutrition, Charleston, MO. It is a proprietary, specialty-designed chemical innovation that enables the systemic translocation of various nutritional elements throughout the xylem and phloem of all crops. **Transmaxx Technology** provides an advanced and effective nutrient delivery system needed to achieve a robust and healthy plant. For more information and a list of distributors, contact 888-638-9984 or info@conceptag.com.

¹ Feagley and Fenn, Using Soluble Calcium to Stimulate Plant Growth, Texas Agricultural Extension Service Bulletin L-5212 9-98.