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SEAWEED SENSATION (*SeaSens*) – WHY USE LIQUID SEAWEED?

SeaSens contains natural plant growth hormones (cytokinins and auxins) and a large number of minerals and micro-nutrients ... but more importantly, it also combines these hormones and minerals with vitamins, amino acids and natural chelating agents.

What do cytokinins do? Cytokinins improve soil tilth (a combined assessment/measure of particle size, moisture content, degree of aeration, rate of water infiltration and drainage), regulate plant cell division and cell wall formation, increase the effectiveness of the photosynthesis process and chlorophyll production, improve root and shoot growth and extend the productive plant seasonal life by delaying senescence in autumn (the plant preparation process for winter – dropping leaves, losing colour etc).

What do auxins do? Auxins regulate cell length or cell elongation and stimulate root development and fruit development/production. It is the hormones in *SeaSens* that have the most impact on how your plants/crops will grow and reproduce.

SeaSens is produced by using a natural fermentation process which liquefies the dried kelp and maximises the high nutrient levels in a form which is able to be utilised by both plants and soil. And this use is not restricted to agriculture – it is equally applicable for horticulture and domestic situations as well as broadacre application. Numerous research trials (see Other Information page for links) have proven that liquid seaweed compounds will successfully:

- increase nutrient uptake
- strengthen root development
- strengthen stem growth
- increase photosynthesis
- increase yield/production
- increase the shelf life of the produce
- improve the quality of the produce

So what are the overall benefits?

In summary, *SeaSens* will:

- redress deficiencies because it is a natural soil conditioner with a wide range of micronutrients
- condition your soil
- assist plants to absorb the increased range of nutrients
- stimulate root growth through the presence of auxins
- increase yield and decrease time taken for produce to reach maturity
- improve quality of product
- increase resilience against weather-induced stress from too much or too little rain
- improve product storage times by increasing plant resistance to bacterial and fungal issues which can lead to product deterioration and short storage times



Why Use “SeaSens”?

- improve the nutritional value of the crops and produce – seaweed conditioners include selenium and iodine which, when applied to the plant and soil, will increase the presence of these minerals in the produce
- stimulate the activity of microscopic and other fungi in your soil which in turn, increases the availability and usability of the soil nutrients to the plants
- improve the sweetness of the produce – cytokines are a natural hormone found in seaweed which increases the sugar level in plants, resulting in more robust growth and sweeter fruit
- assist seed germination – because seaweed retains its micronutrients, amino acids and plant growth hormones, seed germination and disease resistance is improved
- reduce the negative effect of transplanting seedlings
- improves the success rate of establishing cuttings (through the auxins present)
- reduce the problem of fruit-drop – the cytokines help reduce the aborting of immature fruit and stimulates earlier flowering
- reduce the impact of nematodes – seaweed reduces the breeding opportunities for nematodes (eelworms) so helps reduce their numbers which then reduces their propensity to invade plants – the natural antibiotics contained in seaweed also helps reduce nematode populations
- improve the resilience to frost damage – seaweed strengthens the cell walls of the plant which helps reduce the impact of both frost and extreme heat

So what is the dollar outlay?

Well ... that’s where the news is even better. The following is a comparative table for *SeaSens* against two of the market-leader equivalent products. These prices were correct as at October 2013.

Product	Price per 20 litre drum <small>** converted from 25 to 20 litres for comparison purposes</small>	Cost per hectare based on application rate of 3 litres per hectare	Percentage EXTRA costs when other than <i>SeaSens</i> is used
Seasol	\$209.90	\$31.48	68%
Natrakelp	**\$220.00	\$33.00	76%
Seaweed Sensation (SeaSens) (1 x 20 ltrs)	\$125.00 – including GST	\$18.75	
Seaweed Sensation (SeaSens) (5 x 20 ltrs)	\$100.00 – including GST when purchased as 5 x 20 drums (100 litre bundle)	\$15.00	Discount for bulk purchase – 20%

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