

THE SECRET OF SELLING CHERRIES FOR MORE PROFIT

How a Cherry Grower achieved 5 yuan more per jin (approx. 2 AU dollars per kilogram)

Authorised for release by :

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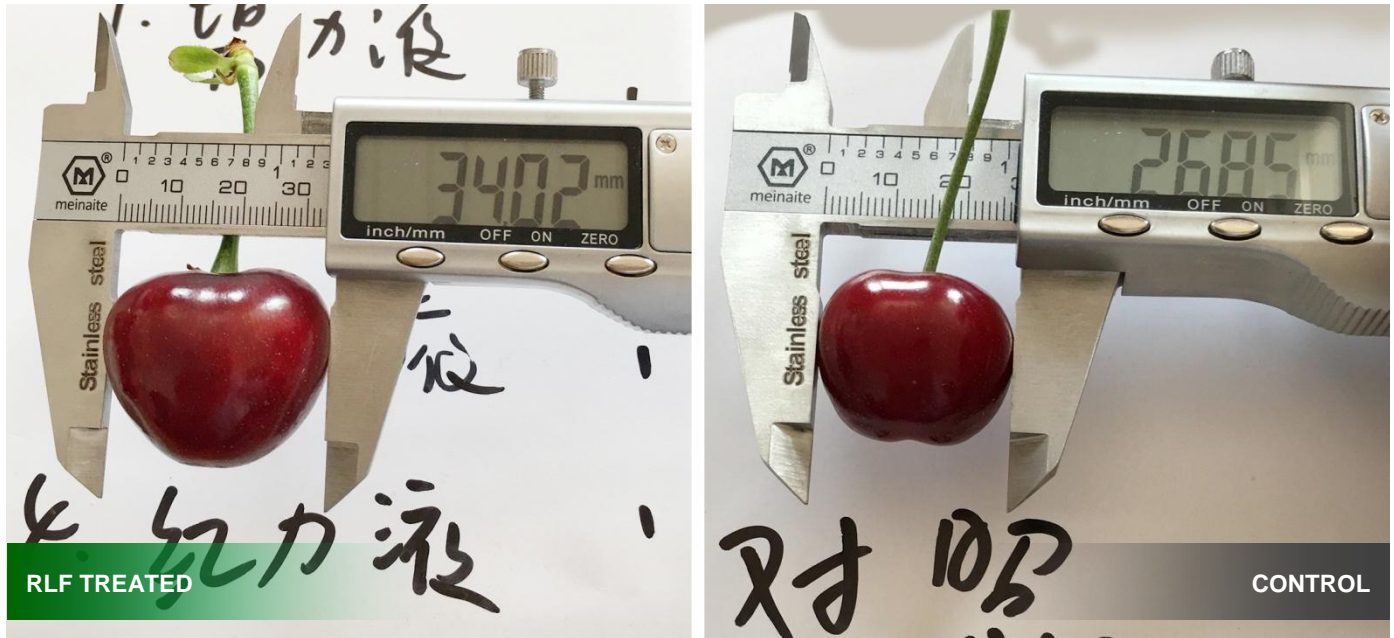
The month of May is cherry season in China. And, this year's cherry harvest has made RLF customer Mr Liang of Shandong Weifang very happy indeed!

Mr Liang said *"this year has been the best harvest ever"*. In the past, there have been many residual fruits, with no way for fruit sellers to push prices hard. This year's residual fruit rate has dropped dramatically, and therefore will be able to sell for a good price. Before the cherry fruit became a sought-after consumer fruit, its market represented only about one-third of the total harvest. With this scenario, the price of the residual fruit was less than half the value of the premium fruit. Since the pick-up in market trends for high-quality cherries, growers have been wondering how to improve the quality of the cherry. This year, Mr Liang made contact with the RLF technical team and took a four-mu experimental test with a tried and tested RLF crop nutrition program with **Fruits & Veggie Plus** and **Plant Milk**.

He did not expect the results he achieved!

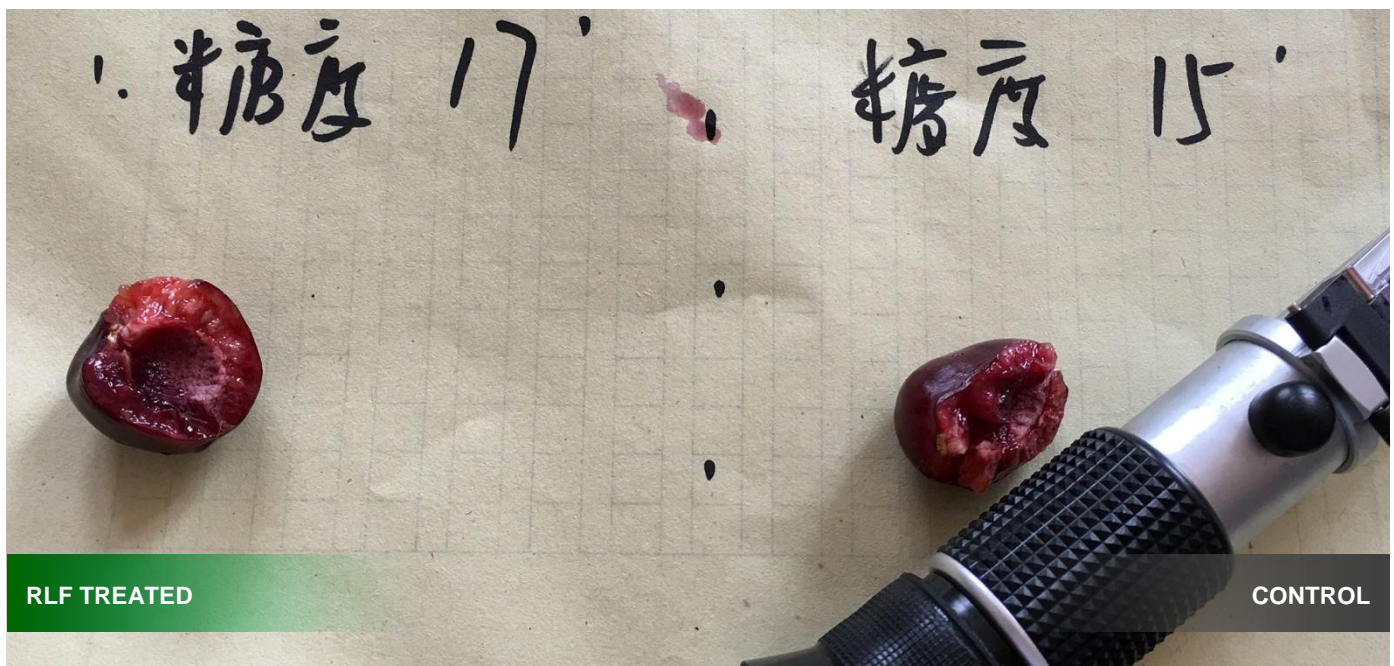
The Comparison Photos that Tell the Story

The comparison on fruit size



Grown under the same conditions, the diameter of the Control cherry is 26.85mm. The diameter of the cherry treated with RLF product is 34.02mm.

The comparison on sugar content

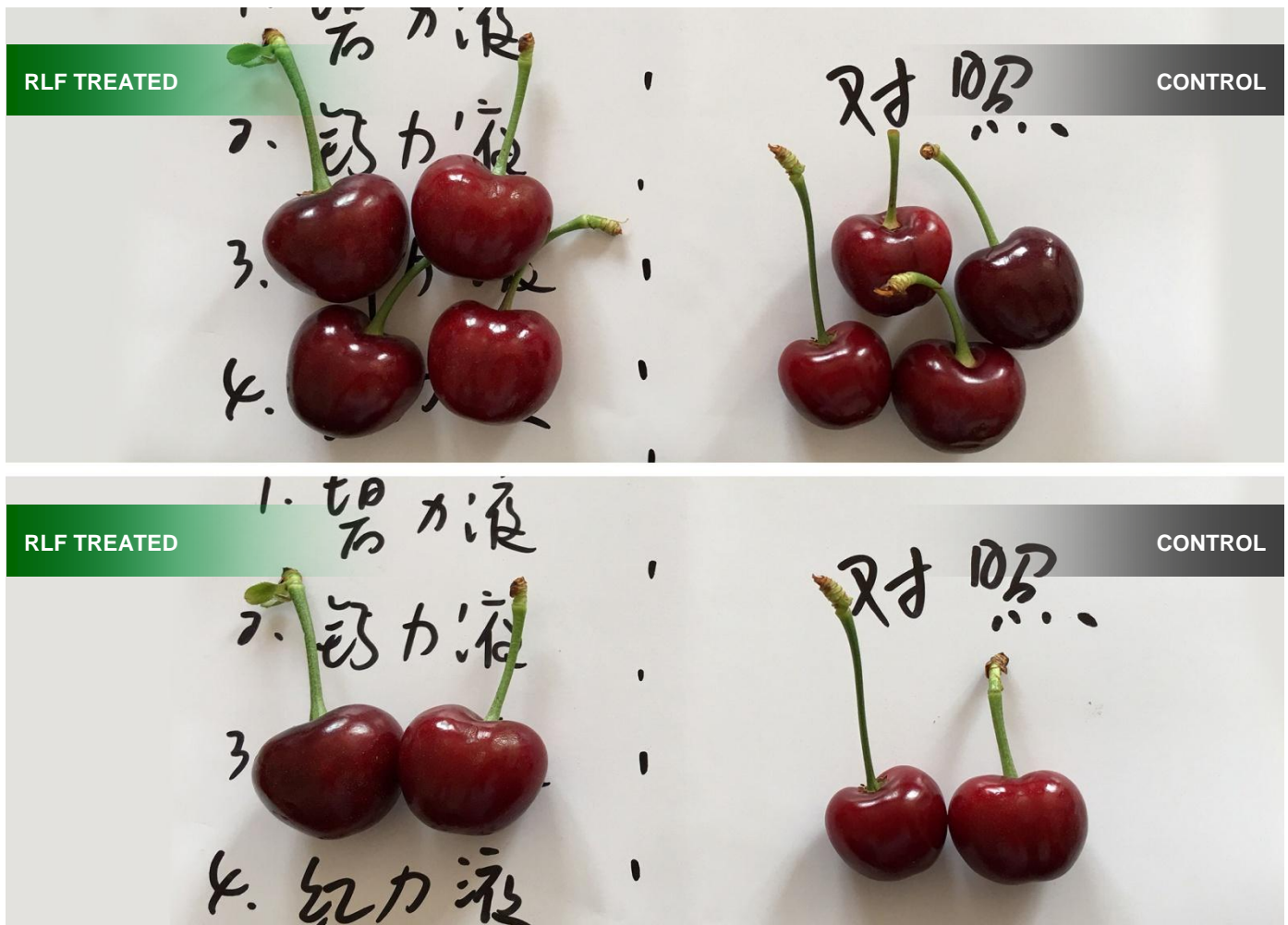


Through the sugar meter test, the sugar content of the Control cherry is 15 degrees. The RLF-treated cherry is 17 degrees. The sugar content is sufficient and the taste is very good.

The comparison on fruit weight



The Control cherry has a single fruit weight of 10.2g. The RLF-treated cherry has a single fruit weight of 15.5g.



The Reduced Residual Fruit Rate

In Mr Liang's shed, the residual fruit included cherries that were splitting, or were twins, and so on – so fruit that did not necessarily meet the premium standards. However, when compared with the Control cherries in each picking, the amount of residual fruits was reduced by almost 20 jin (10kg) for the RLF-treated cherries compared to the Control group. At present, the purchase price of premium cherry is 40 yuan (8AUD\$) per jin, with the price of the residual fruits being less than 20 yuan (4AUD\$) per jin. It can therefore be said that each picking reduces 20 jin (10kg) of residual fruit per mu land, equivalent to an increase of 400 yuan (81AUD\$)!

Mr Liang said that the cherries shown in the photos are all ready to be sent to the purchaser. This year's quality is particularly good. The cherry purchase price in his greenhouse is generally 5 yuan (1.01AUD\$) higher than the previous price for the same period of the Taian and Linqiu's cherry.

The fertiliser program is as follows.



The Secret Weapon – RLF Crop Nutrition Products

The first application

Time	From dry branches to young fruit period
Method	Furrow injection with 10kg RLF Plant Milk High-N per mu of land at intervals of 10 days then a foliar spray with RLF Fruits & Veggies Plus at 500-600 times dilution.



The second application

Time	Fruit expansion period
Method	Furrow injection with 10kg RLF Plant Milk High-K per mu of land at intervals of 10 days, then a foliar spray with RLF Calcium Plus at 500-600 times dilution.



More About the RLF Products



1 specific product with 12 essential nutrients

N	P	K	S	Mg	B
Nitrogen	Phosphorus	Potassium	Sulphur	Magnesium	Boron
Cu	Fe	Mn	Mo	Zn	Co
Copper	Iron	Manganese	Molybdenum	Zinc	Cobalt

Fruits & Veggies Plus Ultra Foliar is a High-analysis Broad-spectrum Solution (HBS) that applies nutrient delivery technology to deliver its nutrient package through the leaf. It is highly concentrated and applies the optimum amount of 12 nutrients with a single application. Because of this Fruits & Veggies Plus Ultra Foliar endows the plant with the ability to guard against soil nutrient variability and deficiency and ensures greater plant protection, increased growth and improved yield qualities.

Fruits & Veggies Plus Ultra Foliar is considerably more efficient, as the formulation is absorbed directly through the leaf cell walls and into the plant for immediate use. Unlike other foliar products it is not inhibited by the need to access the plant via the stomata.



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Ca
Calcium

'plant repair therapy' – targeted, efficient and effective.

Calcium Plus 5 is a foliar fertiliser delivering high quality calcium to the plant through the leaf when a calcium plant disorder is recognised and established. Foliar application is the most efficient and effective way to deliver calcium to the plant as it bypasses the soil by delivering the remedy directly to the crop through the leaf.

Calcium Plus 5 fixes plant calcium (Ca) deficiency which is caused by inefficient calcium in the soil, or created by low transpiration reducing calcium transport to the shoot and fruits.

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N	P	K	S	Mg	B
Nitrogen	Phosphorus	Potassium	Sulphur	Magnesium	Boron
Cu	Fe	Mn	Mo	Zn	
Copper	Iron	Manganese	Molybdenum	Zinc	

Plant Milk High-N is a specialised Fertiliser or Irrigation fertiliser engineered to deliver a multi-spectrum fertiliser and nutrient package directly to the plant through irrigation or furrow (ground) injection. It is engineered to contain a high concentration, optimally balanced with three vital elements (N-P-K) plus eight essential micro-nutrients in one single, stable solution.

Plant Milk High-N ensures greater plant protection, increased growth and improved yield qualities. This is a highly effective method of delivery of nutrient to the plant via the root structure.

Plant Milk High-N is high in available nitrogen (N).



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N	P	K	Mn	Zn	Cu
Nitrogen	Phosphorus	Potassium	Manganese	Zinc	Copper

Plant Milk High-K is a specialised Fertiliser or Irrigation fertiliser engineered to deliver a multi-spectrum fertiliser and nutrient package directly to the plant through irrigation or furrow (ground) injection. It is engineered to contain a high concentration, optimally balanced with three vital elements (N-P-K) plus three essential micro-nutrients in one single, stable solution.

Plant Milk High-K ensures greater plant protection, increased growth and improved yield qualities. This is a highly effective method of delivery of nutrient to the plant via the root structure.

Plant Milk High-K is high in available potassium (K).



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