

EZ-FLO Fertilizing Systems

The Financial Case for Fertigation

We have extensively documented the benefits of Fertigation (fertilizing through an irrigation system) in a previously published whitepaper entitled "*Why is it Important to Fertilize Responsibly?*" The full version of that whitepaper and our extensive list of citations can be found on our web site- www.ezflorfertilizing.com .

That whitepaper's conclusions, documented through independent sources and citations, are summarized as follows:

- Fertigation is an agronomically superior way to fertilize plants since it provides nutrients in small, readily absorbable doses when the plant needs them rather than sporadically providing nutrients in a "feast or famine" manner. Fertigated landscapes are generally more healthy and disease resistant than ones fertilized through traditional means.
- Fertigation reduces water usage 25-50% since it creates larger and more efficient root masses.
- Fertigation reduces the amount of fertilizer needed by 70-90% since any fertilizer is more readily absorbed into the plant either through systemic or foliar absorption. Plant nutrient and water uptake efficiency is dramatically improved.
- As a consequence of this higher absorption rate and low application or proportioning rates (what we call "micro-dosing"), harmful fertilizer runoff is virtually eliminated.

Saving water and reducing the level of fertilizer runoff are very significant environmental benefits that fertigation delivers.

But is there a net financial cost to secure these benefits?

In this whitepaper we will discuss the financial costs and the offset cost savings that occur when using EZ-FLO fertigation and replacing traditional fertilizing methods. This whitepaper has been written from the perspective of the property owner although the same concepts can be applied to the economics of landscape maintenance providers. We will also present two hypothetical landscape examples to give a concrete example of how the costs savings are generated

We will focus on three major areas of cost to demonstrate that EZ-FLO fertigation is less costly compared to traditional fertilizing options. The areas of cost that are addressed:

- The cost of fertilizer used
- The cost to apply fertilizer
- The cost of water

The remainder of this paper is under review at 7/6/05. Please check back for updates.