

# BLACK BEAUTY

## Powdered Irish Seaweed Plant Food



- ✓ 100% Seaweed
- ✓ 100% Clean
- ✓ 100% Economical 200g makes 800 litres
- ✓ 100% Easy to Use
- ✓ 100% Beautiful Powder
- ✓ 100% GOOD!

Black Beauty Powdered Irish Seaweed Plant Food is produced from *Ascophyllum Nodosum*, brown *Fucusaria* seaweed rich in trace elements, amino acids and naturally occurring growth promoters. It is harvested in the pristine waters off the West coast of Ireland in an area where there is no manufacturing on the mainland and so, no contaminants washing into the sea. Because of this, it is one of the cleanest sources of seaweed in the world and therefore, one of the best seaweeds for use as a plant food.

### Why seaweed?

Seaweed contains a wide range of minerals and trace elements... a far wider range than what is normally found in land plants. The exact amount of these elements required by plants is not known but deficiencies can greatly affect a plant's health. Such minerals and elements occur in seaweed in very small quantities which means, when applied correctly, giving a plant too much is virtually impossible.

### It's nothing new!

Seaweed has been used as a soil conditioner for centuries. The 'new' aspect of Black Beauty is the way it is processed. In recent years, it has been established that seaweed dried and ground to a meal or powder has the same fertilising properties as raw seaweed. Modern manufacturing technology has resulted in Irish seaweed now being made available to gardeners all over the world,,, as an easy to use, clean powder!

### Why Black Beauty?

Only the best seaweed is used to produce Black Beauty. Drift seaweed, which may be rotting or contaminated, is not used. The whole seaweed plant is cut fresh from

the rocks in an eco-friendly way to ensure seaweed beds flourish. Then it is processed by Alkaline Hydrolysis, in a similar way to say, instant coffee,

creating a finely

powdered product that has little smell & is easy to use.

### Economical

Black Beauty is highly concentrated and a very small amount goes a long way. For 10 litres of plant food, mix 2.5g (the 5ml large spoon supplied with product) to 10 litres of water. For 5 litres of plant food, mix 1.25g (the smaller 2.5ml spoon supplied with product) to 5 litres of water. Slowly sprinkle powder into the water then vigorously stir or shake to ensure product is properly mixed. Foliar feed spraying on the leaves using a pressurised sprayer. Use every 3 weeks. Suitable for all plant types. Please note, if preferred, Black Beauty can also be used as a root feeder. Mix with water in a watering can at the above mentioned rates and apply to the soil or potting medium.

### Foliar Feeding

**Never foliar feed in direct sunlight.** It is best done late afternoon when the sun's heat has gone for the day.

### Don't be heavy handed

Never mix at concentrations higher than those detailed above. If desired, mix at half strength for more delicate plants such as orchids and seedlings. Like many plant foods, if the powder is not mixed thoroughly and is applied lumpy or is applied in higher concentrations than recommended, Australia's harsh sun could burn or damage plants that have been treated with Black Beauty. Proper measuring & mixing will ensure success.

### Black Beauty Storage

Store in original container in a cool, dry place. Product will harden if exposed to the air for extended periods.

## BLACK BEAUTY - The Analysis

### Essential major elements

#### (Macronutrients):

Nitrogen (N) 1.0 - 1.5%

Phosphorus (P) .4 - .7%

Potassium (K) 12 - 15%

Calcium (Ca) 1 - 1.6%

Sulphur (S) 1 - 2%

Magnesium (Mg) 0.25- 0.55%

#### Essential trace elements

#### (Micronutrients):

Sodium (Na) 2.5 - 3.5%

Copper (Cu) 20 - 40 ppm

Iron (Fe) 120 - 200 ppm

Manganese (Mn) 15 - 30 ppm

Zinc (Zn) 20 - 40 ppm

Boron (B) 80 - 120 ppm

Iodine (I) 500 - 600 ppm

#### Growth Stimulants:

- Cytokinins

- Auxins

- Gibberelins

- Betaines

#### Carbohydrates:

- Alginate

- Mannitol

- Laminarin

#### Amino Acids:

- Alanine

- Histidine

- Proline

- Arginine

- Isoleucine

- Serine

- Aspartic Acid

- Leucine

- Threonine

- Cystine

- Lysine

- Tyrosine

- Glutamic Acid

- Methionine

- Valine

- Glycine

- Phenylalanine

*\*Please note: Black Beauty is a natural product and therefore, its typical properties may vary between batches and seasons.*

*Disclaimer: All recommendations are provided as a guide only. Local environment conditions or growing practices adopted may influence varietal performance. No liability will be accepted by Julie Phillips T/A JPR's Garden (ABN: 85001190749) as to the accuracy of the information. All recommendations are made in good faith, based on the technical information available.*

BLACK BEAUTY is a product of Ireland and is imported and distributed in Australia exclusively by:

JPR's Garden, PO Box 488, Sanctuary Cove Queensland 4212. **Phone:** 0418 9888 77 **Fax:** (07) 55308 441

**Email:** jprs.garden@jpr.net.au

**Website:** www.jpr.net.au