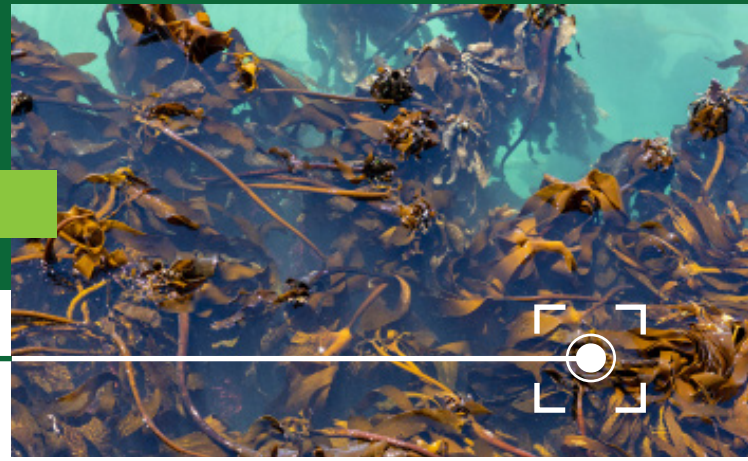


KELPURA™

PURE KELP EXTRACT



DESCRIPTION

KELPURA™ is a pure liquid kelp extract produced from *Ecklonia maxima*.

KEY BENEFITS

- Pure concentrated liquid kelp extract
- Stimulates calcium uptake and supports cell division
- Assists in alleviating abiotic stress during reproductive growth
- Contains high levels of naturally occurring bioactives
- Certified for use in Organic farming
- No synthetic additives
- Easy to mix and easy to use
- Suitable for use with other plant nutrients

CONTAINS

(N% - P% - K% - S%)
(0 - 0 - 0 - 0)



POSITIONING AND FUNCTIONS

KELPURA™ is a pure liquid kelp-based plant biostimulant derived from the kelp species, *Ecklonia maxima*. It is a highly concentrated pure liquid kelp extract produced by a unique proprietary ambient temperature process, to retain the full complement of biologically active compounds in the kelp. KELPURA™ contains only naturally derived bioactives that support plant reproductive function, while assisting in alleviating abiotic stress during critical phenological times.

KELPURA™ contains high levels of salicylic acid which is crucial to work against excessive ABA and ethylene production during flowering and fruit formation. Salicylic acid enhances the uptake of calcium. High levels of benzoic acid further support the plants natural metabolism to produce cytokinins as well as salicylic acid, further reducing the influence of environmental conditions on flower and fruit set. Characterised phytohormones in KELPURA™, such as auxins, cytokinins and brassinosteroids, aid in movement of calcium within the plant, targeting calcium to the cell wall and cell membrane, as well as enhancing uptake by influencing calcium transporter gene expression.

Amino acids in KELPURA™ support calcium uptake due to their natural complexing properties and include glutamate, glycine, histidine and lysine. Several amino acids in KELPURA™ also aid in the assimilation of calcium. Glutamate and aspartate aid in the movement of calcium within the plant, while Serine is involved in cell wall synthesis, directly targeting calcium to the cell wall.

Calcium is essential for flower formation, fruit set, and the development of high-quality fruits. It supports critical structural roles, prevents disorders, and enhances stress resistance during these key reproductive phases. Calcium is however relatively immobile within the plant. Once deposited in older tissues, it doesn't readily move to growing organs like flowers and fruits. Therefore, an adequate supply of calcium during flowering and fruiting must be maintained, often through foliar applications to ensure proper development.

KELPURA™ should be applied with CALCINATOR™ to enhance the uptake of calcium as well as to support cell division and elongation, while assisting in targeting calcium to the cell wall.

REGION

NEW ZEALAND

TYPE

Liquid









APPLICATION

Foliar

PACKAGING

20 l, 200 l, 1000 l

CROPS

-  Berries
-  Fruit trees
-  Grain and field crops
-  Wine and table grapes
-  Pastures
-  Sugarcane
-  Tree nuts
-  Vegetables

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