



Rootella® Improves Phosphorus P Uptake and Efficiency P



Rootella Pays for Itself

Set Bound P Free with Mycorrhizal Inoculants

Crops depend on phosphorus for growth, but up to 80% of applied phosphorus fertilizer gets chemically locked in the soil, unavailable to plants. This means that the P you have already paid for is sitting idle in your soil, waiting to be unleashed. Rootella mycorrhizal inoculants unlock legacy phosphorus - immediately!



Why Pay More for Phosphorus You Already Have?

Farmers applying Rootella can save up to 50% of phosphorus fertilizer, depending on soil pH, without sacrificing crop performance.



SAVE up to 50%

Why Is So Much Fertilizer Wasted?



P deficiency affects approximately 50% of all agricultural ecosystems globally, causing yield losses of 5-15%.

Shenoy and Kalagudi, 2005



In acidic or alkaline soils, up to 80% of applied P fertilizer is lost through adsorption, fixation, or transformation into unavailable forms.



Ultimately, only about 0.1-1% of total soil P is bioavailable to plants.

Vance et al. 2003

The Vicious Cycle



To compensate, farmers apply increasing amounts of P fertilizer season after season to achieve consistent yields – spending more without solving the problem.

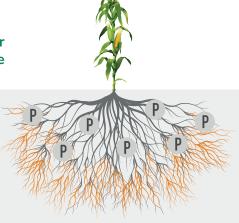
Enter Rootella

This is where Rootella mycorrhizal Inoculants come in.

In mycorrhizal crops, P uptake is supported by mycorrhizal networks. But today, modern soils often lack sufficient mycorrhizae.

Rootella restores mycorrhizae at planting and instantly improves P availability.

With mycorrhizae, there is no such thing as unavailable phosphorus.









How Rootella Works - and Saves You Money

Mycorrhizae are beneficial fungi-root symbioses that form the cornerstone of any healthy rhizospheric ecosystem. They effectively extend the root zone by 10-100x, enhancing nutrient access and uptake and providing the soil infrastructure for additional microbial communities to thrive.



1. Immediate Release of Legacy P

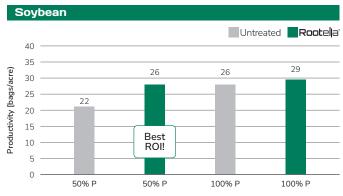
Rootella's mycorrhizae extend plant root systems and unlock bound nutrients by modifying soil chemistry. In soils with suboptimal pH, phosphorus binds to aluminum (acidic soils) or calcium (alkaline soils) – and becomes unavailable to the plant. Mycorrhizae chemically unbind this "legacy phosphorus" and avail it to the plant.



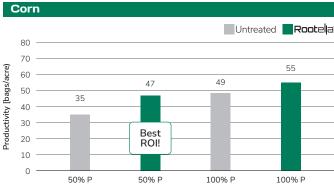
2. Immediate P Savings, Long-Term Farm Benefits

Rootella delivers both immediate and lasting benefits – cutting phosphorus costs by up to 50% from day one, while improving yields, stress resistance, and long-term soil fertility. As P prices rise, Rootella more than pays for itself.

Field Tested - Farmer Proven









Rootella pays for itself in P savings