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**Huma Gro® Introduces Boro-Max®, a New Boron Liquid Nutrient Formulation for Crops**

**Gilbert, AZ:** BORO-MAX®, a new boron (B) 10% liquid nutrient formulation, has been added to the Huma Gro® product line. This new entry was developed at the request of growers who needed a higher-concentration version of this important crop micronutrient. The BORO-MAX® 10% concentration replaces the company's previous 5% concentration boron product. Complexed with the company's proprietary Micro Carbon Technology®, BORO-MAX® can be foliar- or soil-applied.

Dr. Johann Buck, Certified Crop Adviser and North America Director of Technical Services for Huma Gro®, states that BORO-MAX® is an important addition to the company's line-up of liquid plant nutrition products. "The BORO-MAX® launch comes just in time for Western nut growers who need to apply a post-harvest boron product during late summer to early fall to ensure adequate pollen tube growth and flower fertilization for the following year. University of California trials have indicated that post-harvest boron sprays often increased nut set and yield 20% to 30% the following year compared with non-treated trees."

The micronutrient boron is required for cell division, plant metabolism, cell structure, sugar transport, pollination, and seed development. In particular, it is required for cell division and normal tissue differentiation and maturation, and it functions with calcium to form an "intercellular cement" to maintain plant structural integrity. In addition to nut crops, other crops that have specific boron needs include alfalfa, apples, blackberries, blueberries, cantaloupe, citrus, corn, cotton, melons, onions, pears, sugar beets, sunflowers, tomatoes, and turnips. Deficiency symptoms vary among crop species, but generally occur in the growing points or flower and fruiting parts of the plant.

As with other Huma Gro® liquid plant nutrition products, BORO-MAX® is complexed with Micro Carbon Technology® to make it more efficient than standard boron supplements. Micro Carbon Technology® is a proprietary blend of very small organic molecules that enables more effective absorption of nutrients by plants through the roots, as well as through the leaves when foliar-applied. This translates into requiring smaller amounts of product to meet plant nutrient needs—allowing growers to make fewer field passes, require less storage and mixing capacity, and save application time.

For more information about BORO-MAX® or other HUMA GRO® products, contact Doug Greer at 480.789.9771, send an email to [doug@bhn.us](mailto:doug@bhn.us), or go to <http://humagro.com/contact/>.

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**About Bio Huma Netics Inc.**

Founded in Mesa, Arizona, in 1973, Bio Huma Netics, Inc., is a global leader in providing sustainable solutions to the world's environmental challenges for agriculture (Huma Gro®); horticulture, turf & ornamentals (Huma Gro® Turf); and water & wastewater (Probiotic Solutions®) through its constantly improving Micro Carbon Technology®. Learn more at [www.bhn.us](http://www.bhn.us). Publication No. HG-150820-01