

**rhizo power® – Irish soil bacteria bringing life back to Irish soil - A Probiotic for Soil**

Launch of new probiotic soil tonic, **rhizo power®** (IOFGA Certified) at Bloom exterior retail 17 June 1<sup>st</sup> – 5<sup>th</sup>.

**rhizo power®** resolves the age old problem of over-cultivated, tired, lifeless soil. Pesticide usage in Ireland is under major change due to tightening European restrictions on availability and application. Progressive growers and farmers are aware of these changes and are searching for an alternative. nadicom GmbH has found the answer in **rhizo power®** – a natural tonic developed for Irish Soils.

Chief Scientific Officer Dr. Karen O’Hanlon, with over 10 years’ experience as an ecotoxicologist examining the environmental effects of pesticides, explains how nadicom GmbH, a microbiology company spin-off from the Max-Plank Institute, has developed its innovative Bio-fertiliser:

‘.....**rhizo power®** acts as a probiotic - applied as a tonic to the soil – and is perfectly adapted for use in Ireland as it contains only natural bacteria, isolated from a wide variety of Irish soils. **rhizo power®** works by producing phyto-hormones, anti-fungal agents and metabolites which promote the growth of the roots and then the growth of the plant.....’

Vegetable growers are currently trialling **rhizo power®** in Ireland and have seen better root development, greener leaves, higher yield and a greater storage ability after picking.

Continued Dr. O’Hanlon ‘.....Latest laboratory results on Irish vegetable drills treated with **rhizo power®** show a 10<sup>3</sup> increase in healthy / growth promoting bacteria in the soil.... In the same way that people eat probiotic yoghurt to improve their gut health, farmers adding this product to their soil will raise the level of good bacteria which in turn will yield a healthier crop... and all the while reducing dependency on increasingly regulated pesticides.....’

High resolution photos available upon request.

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