



Ken Johnson

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Wolf Trax Products:

Primarily Zinc DDP® with some Boron DDP,
Calcium DDP, Iron DDP and Manganese DDP

Sales Territory:

Sacramento Valley



wolftrax
INNOVATIVE MICRONUTRIENTS

How does Wolf Trax help you serve your customers?

We are a wholesale fertilizer company that supplies retailers. Wolf Trax® products are probably the easiest we have to deal with and help us keep our retail customers happy with easier pick-up. Adding Wolf Trax to a blend is faster than it is with granular forms of micronutrients because there is less product. Easier and quicker blending improves our speed of operations. When customers come in to pick up a load, they're not waiting in line. We don't have a backlog of orders. What does this all mean? We don't have to worry about a customer going someplace else for fertilizer to avoid the wait and wasted hours.

““ **There's no comparison between Wolf Trax products and granular forms of micronutrients.** ””

Have you seen storage benefits?

Because two or three pallets of Wolf Trax treat the same acreage as two to three truckloads of zinc sulfate, the reduction in storage space is tremendous. We used to need four to five truckloads of micronutrients for the season. By reducing storage space for micronutrients to a few pallets, we can expand inventories for other products. There's no comparison between Wolf Trax products and granular forms of micronutrients.

What does Wolf Trax mean to the environment and your business?

Wolf Trax helps to reduce our carbon footprint with less transportation and fuel to haul the micronutrients, as well as less waste to the landfill. It's easier to dispose Wolf Trax's cardboard box packaging than all the plastic bags from granular micronutrients. For soil and water preservation, the small amount of nutrient used is better for water contamination concerns as a result of nutrient leaching. And we're not applying more heavy metals to the environment, as Wolf Trax Micronutrients have low heavy-metal content.

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