



# Dirt M.D.™ TRIAL REPORT: STRAWBERRIES



## Introduction

Dirt M.D. is an activated, liquid 4.5% humic product that increases micronutrient uptake – boosting plant vigor. Currently, Ocean Agro LLC is conducting large-scale field trials in a variety of crops in California. This report details a strawberry field trial conducted with Eastwood Berries Inc. in Ventura, CA.

## Methods

A 2.3 acre test plot of strawberries (proprietary variety) was treated with Dirt M.D. at a rate of 1 gallon/acre per month through drip irrigation. The test block was compared against an adjacent 2.48 acre control block. The test application was applied on top of the grower's standard regimen, which included Structure® (Actagro) and Humax® (JH Biotech, Inc.).

The field was planted in mid-October, with the first application of Dirt M.D. applied in early December (approximately 45 days after transplanting) and continued monthly during flower load. In total, five gallons of Dirt M.D. were applied throughout the course of the season. Yield data was collected from December through April; however, pest control issues introduced confounding factors during the second week of April and reporting was halted after the event.

## Results & Conclusion

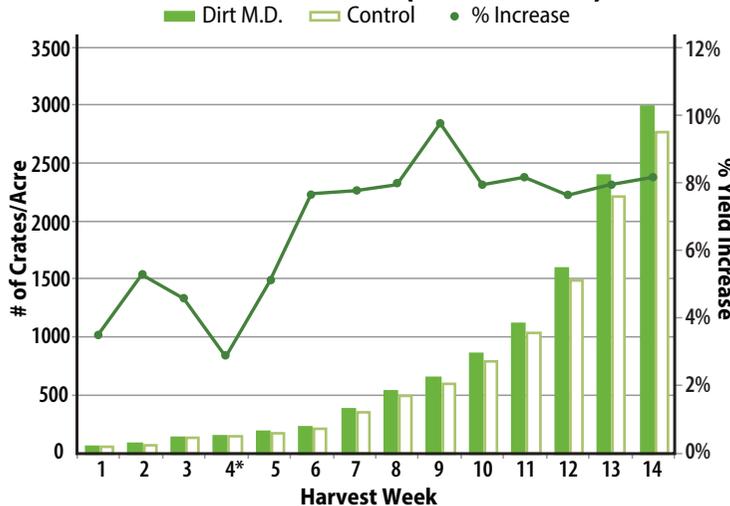
After collecting weekly crate counts for both the test and control blocks, the grower recorded an **average 8% increase in yield**. Additionally, the grower observed **improvements in flower set, firmness, and size**. It is believed that the increase in size was main contributing factor in the yield gains. After harvest, the produce company reported a noticeable increase in brix for the test plot. But unfortunately the brix data was not made available for reporting.

During the trial, there were two factors that affected the experiment; however, we believe these modifications only serve to reinforce the benefits observed in the test block.

1. Rabbit damage occurred on a fraction of the test plot. Even with this damage, the Dirt M.D. block still outperformed the undamaged control.
2. The grower increased the Humax® rate in on the control block, +25% in February and +50% in March (peak), which still underperformed compared to test plot. This suggests the yield increase due to Dirt M.D. addition isn't simply a result of increasing humic acid rates.

Ultimately, this trial was able to quantify the yield improvements other growers have been reporting qualitatively. As we continue testing on this farm and expand to others, future trials will seek to reinforce this data and attempt to capture the effect on Brix observed in this test.

### Cumulative Yield (Crates/Acre)



### Monthly Yield (Crates/Acre)

	Dec	Jan	Feb	Mar	Apr**	Total
Dirt M.D.	60	129	468	1734	598	<b>2331</b>
Control	58	122	419	1618	548	<b>2159</b>
% Gain	<b>3%</b>	<b>6%</b>	<b>12%</b>	<b>7%</b>	<b>9%</b>	<b>8%</b>

\*Week 4 harvest affected by rain.  
\*\*Only one week of data reported in April.

## REQUEST YOUR EVALUATIVE TRIAL:

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