

NUTRI-PAK®

a product of JRP INTERNATIONAL, INC.

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Hello Friends and Growers,

How the World is changing...

I first was introduced to Nutri-Pak® in 2001, and it has been an incredible journey to my role as CEO in 2006. Since then, our corporate mission has grown into a philosophy that is increasingly more important. The Green Initiative is on the front page of every newspaper, website, corporate campaign, and retail strategy. One thing rings very clear, reduce carbon emissions by decreasing output, or by adding sustainable resources to offset these emissions - preferably both as a Global Effort. In the 1990's, fertilizer became a target for criticism due to adverse effects on the environment through nitrate leaching, greenhouse gases, safety of application, and unfocused heavy use in developed countries. Consequently, *fertilizer* acquired a "bad rap" despite being absolutely essential to the progress of our Green Revolution.

Generally, fertilizers require judicious and constant management as improper and excessive use can cause damage to our environment. In consequence, high levels of nitrates, due to leaching into the drinking water, can be harmful to human health - especially infants and small children. Eutrophication, another result of over-fertilizing, is an uneven balance of chemical nutrients in an ecosystem. High levels of these chemical "nitrates" in our lakes/ponds/rivers lead to excessive algae, which causes oxygen depletion and a complete change in the ecosystem. This, in-turn, accelerates aquatic mortality which disrupts the Earth's food chain.

Now the good part.

Understanding the critical need for a fertilizer to reduce greenhouse emissions, and basically, improve our landscapes - Nutri-Pak® was born. We at JRP International are committed to the Green Initiative, but also want to take it a few steps further. First, we want to take the guesswork and questions out of fertilizer applications - as other fertilizer regimes are very tedious for me to understand and apply. Time is critical and valuable in the 21st Century, this is the second benefit to a controlled release fertilizer that can be applied when you want, fewer times, and perfectly every time. No mixing, measuring, or questioning if you did it correctly in the end. It is a great thing when a Green Initiative takes on a role of reducing both labor and time while delivering nutrients more effectively for the planting - and without leaching or handling raw fertilizer.

In closing, I personally invite you to experience the Nutri-Pak® advantage. We promise to save you time while we both focus aggressively on Planet Earth and the responsibilities needed to create a sustainable future for our children. I hope you come to the same conclusion I did - *how did I fertilize before?* Education is the key to making a difference; please do not hesitate to contact us or one of our Global Distribution Partners to see how Nutri-Pak® is "*Changing the Way the World Fertilizes™.*"

Best Regards and Green Hopes,



Matt Hencke
CEO
JRP International Inc. / Nutri-Pak®