The guiding principle which has determined our concepts and mission since 1996:

*Balance and Order, the First Law of the Universe*

**“The Mineral Theory”**

*Formulated in 1847 by Dr. Justus von Liebig*

“The crops on a field diminish or increase in exact proportion to the diminution or increase of the mineral substance conveyed to it in manure.”

(Manure in this sense is anything applied to the soil to serve as plant nutrient.)

Liebig’s stressed the value of mineral elements derived from the soil in plant nutrition and the necessity of replacing them to maintain soil fertility.

The yield potential of a crop is like a barrel with staves of unequal length. The capacity of the barrel is limited by the length of the shortest stave (in this case, nitrogen) and can only be increased by lengthening that stave. When that stave is lengthened, another one becomes the limiting factor.

- *The Fertilizer Hand Book, 1982, Chapter 1 crop (page 5)*