

# NovaMAP® 12-61-0

## FULLY WATER SOLUBLE MONO AMMONIUM PHOSPHATE

### DESCRIPTION

NovaMAP® is produced in a state-of-the-art plant using an innovative process that was developed by Rotem-Amfert-Negev, Israel. The product contains 61% P<sub>2</sub>O<sub>5</sub> and 12% N-NH<sub>4</sub> and is marketed as a fully water-soluble solid salt.

### KEY BENEFITS

- High analysis fertilizer composed of practically 100% plant nutrients for quick uptake form.
- P and N are in assailable forms (NH<sub>4</sub><sup>+</sup> and H<sub>2</sub>PO<sub>4</sub><sup>-</sup>), suitable for rapid uptake by plants.
- Optimal pH, moderate acidic pH 4.5-5.0
- High Solubility. Quickly dissolves to a clear solution
- Low impurities with no harmful residues in the soil.
- Free flowing.

### CUT YOUR FERTILIZER Bill....

#### NovaMAP AS STARTER FERTILIZER

ICL Fertilizers high quality, fully water soluble NovaMAP 12-61-0 provides growers with an excellent opportunity to increase productivity and profit when used as starter. The phosphate applied as starter is more efficient per unit of nutrient compared to the soil applied phosphate thus has an economical benefit.

The acidic pH of the NovaMAP increases the availability of the phosphate and the micronutrients. It is low in both salt content and impurities. These features of MAP used as starter enable the product to be placed directly with the seed at planting time. Placement with the seed enables the phosphorous to be taken up at the earliest stages of growth. This is the stage at which young crops require a majority of their phosphorous.

The low use rates of soluble MAP used as starters at planting time means fewer fill ups, resulting in increased productivity. More acres planted in a day! These use rates also provide growers with an economical program that will fit well into a Nutrient Management Plan.

### RECOMMENDATION RATE:

**Starter:** Dissolve 4-8 lbs in 10 gal per acre

Apply at time of planting in the planting/sowing furrow

NovaMAP can be also foliar spray 3 weeks after planting/sowing at 1% concentration.

(\*)Starter NovaMAP can replace 20-50 lbs of Ag grade MAP (11-52-0) applied pre planting to the soil

**NOTE:** NovaMAP is compatible with the majority of pesticides and fertilizers. When NovaMAP is to be mixed with other materials, it is recommended to perform a computability test with small quantities of the products, in the same proportions as will be sprayed, prior to tank mix

