

A Close Encounter between "KEJIEJIA" Humic Acid and Passion Fruit



Zhou Kejie, Chairman of Xinyi Sumeng Fertilizer Co., Ltd. and Rizhao KEJIEJIA Environmental Protection Biotechnology Co., Ltd.

Zhou Kejie is the Chairman of Xinyi Sumeng Fertilizer Co., Ltd. and Rizhao KEJIEJIA Environmental Protection Biotechnology Co., Ltd. In 2014 and 2016, Chairman Zhou Kejie was honored with the prestigious title "Star of Soil (HA)" at the "National Selection of Star of Soil (HA) in the Humic Acid Industry"; in 2015 and 2016, he received the honorary "Angel Award for Communication of 'Beauty Factor'" for two consecutive years. Thanks to the leadership of Chairman Zhou Kejie, the products under the brand of "KEJIEJIA" series have made their mark across the country and beyond, enduring nearly a decade of challenges and successes.

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Our farm cultivated the latest variety of passion fruit from Taiwan in an area of 200mu. Leveraging the unique climatic conditions and mountainous resources of Wuhua County, Meizhou City, we are always committed to producing premium passion fruit of exceptional quality. At present, there is a huge demand for high-quality fruits in the market, and they are sought-after in the southeastern coastal cities. The responsible person of the farm accidentally encountered the product of "KEJIEJIA" - Highly Active Humic Acid. It became apparent that the concept of the "KEJIEJIA" technical team aligns exactly with the objective of our farm - both emphasizing stringent control over the planting process and modern planting techniques to assure product quality and ultimately increase the yield rate of high-quality fruit and output value per mu. "KEJIEJIA" Highly Active Humic Acid was deemed as the "commander" of the soil as it could not only loosen compacted soil and enhance the growth of fruit trees, but also elevate the sugar content of the fruit, enhance the fruit quality, and expedite the passion fruit's entry into the market.

The "KEJIEJIA" team visited the farm to provide on-site guidance. The responsible person of the farm implemented standardized management practices in the base according to the topographical characteristics of the Meizhou area, bringing significant innovation

in pruning, frame erection and fertilization. On April 10, 2017, Xinguang Lvye Ecological Farm planted the latest batch of passion fruit, with each plant receiving 15kg thoroughly decomposed farmyard manure mixed with "KEJIEJIA" Highly Active Humic Acid as base fertilizer. The foliar spraying of "KEJIEJIA" Highly Active Humic Acid every 20 days from the seedling period effectively enhanced the disease resistance of passion fruit, prevented disease occurrence and reduced the use of pesticides.



Comparison of the Effects of "KEJIEJIA" Highly Active Humic Acid and Compound Fertilizer

On July 5, the first batch of passion fruit was ripe, with sweetness measured at 19.5 degrees, which is 2-3 degrees sweeter than the passion fruit at the market. The average single fruit weight reached 100g/fruit. The passion fruit garnered positive feedback from consumers, leading to a rise in the volume of orders until now. I hereby extend my sincere thanks to the "KEJIEJIA" team for their guidance and "KEJIEJIA" Highly Active Humic Acid.

The primary objective of our farm is to provide high-quality and ecological fruits with the aim of minimizing or eradicating the use of pesticides. This is achieved through the standardized production of products for the market, with a focus on establishing a topographical brand known for its superior quality!