

Application Results of "KEJIEJIA" Highly Active Humic Acid in Winter Jujubes Growing in Saline-Alkaline Land



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.

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

Zhu Shanshan (tel.: 18952100982), International Technical Team of Xinyi Sumeng Fertilizer Co., Ltd.

In recent years, Xinyi Sumeng Fertilizer Co., Ltd. (hereinafter referred to as "Sumeng Fertilizer") has achieved impressive outcomes from the promotion and application of "KEJIEJIA" Highly Active Humic Acid in the winter jujube planting area located in Zhanhua District, Binzhou City, Shandong Province. In 2014, Zhou Kejie, Chairman of Sumeng Fertilizer, accidentally learned about the use of extensive saline-alkaline land in Zhanhua District, Binzhou City, for promoting winter jujube cultivation under the leadership of the local government. However, due to soil issues, many winter jujubes were not thriving and the poor taste and low yields of these fruits thwarted the enthusiasm of farmers and made it challenging to promote the plant. Chairman Zhou believed that "KEJIEJIA" Highly Active Humic Acid should be promoted in the area as it could improve the local saline-alkali soil and increase the income of jujube farmers. From October 2014 to October 2017, "Sumeng Fertilizer", in collaboration with local dealers and farmers' cooperatives, conducted an application and promotion test of "KEJIEJIA" Highly Active Humic Acid with more than 500 farmers in Xiawa Town, Dagao Town, Huangsheng Town, and Fuyuan Sub-district, Zhanhua District, Binzhou City. The test, which involved winter jujube trees covering a total of 3,310mu, achieved remarkable results.

The application and promotion test of "KEJIEJIA" Highly Active Humic Acid covering an area of 10mu from October 2014 to October 2015 (the first year) did not gain the trust of the farmers. However, Chairman Zhou remained unwavering and continued to lead his technicians in conducting soil investigations and analyses in the field and communicating with the farmers. To avoid affecting the income of the participating farmers, he signed contracts with them to guarantee their earnings. The winter jujube trees on the test land of 10mu were generally thriving, with leaves falling 5-7 days later than usual and harvest of sweet and crisp fruits. However, the limited area and distribution points in the first year of the test and promotion were insufficient to prove the advantages of "KEJIEJIA" Highly Active Humic Acid in saline-alkaline land. In order to gain more precise data, "Sumeng Fertilizer" expanded the test to cover an area of 300mu and 50 distribution points from October 2015 to October 2016 (the second year), covering 300 acres and 50 distribution points. This test further confirmed that "KEJIEJIA" Highly Active Humic Acid could enhance the quality of winter jujubes growing in the saline-alkaline land in Zhanhua District. During the final year of the test to apply "KEJIEJIA" Highly Active Humic Acid in the saline-alkaline land from October 2016 to October 2017 (the third year), "Sumeng Fertilizer" cooperated with local dealers and farmers' cooperatives to conduct an application and promotion test on a winter jujube land covering 3,000mu at one go, and this test proved to be highly successful, building upon the support of test data acquired during the previous two years and the quality assurance of the products.

The results of the 3 tests conducted during three years in the saline-alkaline land in Zhanhua District, Binzhou City, showed that "KEJIEJIA" Highly Active Humic Acid could obviously improve soil, promote the growth of winter jujubes, and improve fruit taste and cultivation benefits.