

Outstanding Outcomes from Application of "KEJIEJIA" Products in Konjac



Zhou Kejie is the Chairman of Xinyi Sumeng Fertilizer Co., Ltd. and Rizhao KEJIEJIA Environmental Protection Biotechnology Co., Ltd. In 2014, Chairman Zhou Kejie was honored with the prestigious title "Make the Humic Acid-Soil Dialogue Happen" at the "Fifth National 'Black Gold Cup' Competition of 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.

Wang Yongcheng (tel.: 18992503766), the leader of konjac industrialization in Lixin Village, Linghe Town, Langao County, Ankang City, Shaanxi Province

Konjac, also known as *Amorphophallus Konjac*, is a perennial herbaceous plant belonging to the Araceae family. It is the sole plant capable of producing glucomannan in significant quantities. Glucomannan is a soluble hemicellulose that offers a wide range of health benefits, including reducing blood lipids, blood glucose levels and blood pressure, detoxifying the body, promoting weight loss, beautifying the skin, preserving fitness, relaxing the bowels, and soothing the intestines and stomach. Moreover, glucomannan possesses unique physical and chemical properties of hydrophilic colloid, such as thickening, gelling, film-forming, suspending, and water-holding, which makes it highly versatile in various fields such as food, pharmaceuticals, printing and dyeing, cosmetics, and environmental protection. As a result, konjac present significant economic advantages and broad market prospects.

Over the past 18 years, I have led people to find an excellent path to get rid of poverty and become rich by developing the konjac industry. However, we made substantial but futile efforts to overcome the soft rot and southern blight of konjac with a green approach.

Tests were carried out on soils in various environments using "KEJIEJIA" Highly Active Humic Acid for a period of 2 years. In 2015, the test standard was applying 100kg "KEJIEJIA" Highly Active Humic Acid powder per 667 square meters, and 325kg per 667 square meters. The test results were evident in the year: (1) Soft rot and southern blight were prevented and controlled; (2) The expansion coefficient was increased; (3) The sprout tumbling stage was delayed; (4) The regeneration capability of rhizomes was enhanced; (5) The yield per 667 square meters reached about 3,000kg, up more than 40% from the yield of the traditional planting technique used in the past.

In 2016, different tests were conducted with various altitudes (700m, 900m and 1,200m), soil types, and environments. Five test fields, each covering an area of 10mu, were arranged, and 60kg "KEJIEJIA" Highly Active Humic Acid was administered per 667 square meters. Upon survey and comparison, the following conclusions were drawn: (1) The drought resistance of the plants was enhanced; (2) The soft rot and southern blight of konjac were well prevented and controlled; (3) The petioles of konjac grew vigorously; (4) The soil environment was improved.

The application of "KEJIEJIA" Highly Active Humic Acid could improve the soil environment, increase soil organic matter, stimulate the growth of beneficial microorganisms, reduce the prevalence of soft rot and southern blight of konjac, promote the healthy growth of the konjac industry, and adhere to the standards for pure natural organic products and pollution-free products.

In order to follow the development path charted out in the national "13th Five-Year Plan", to realize the Chinese dream, and to ensure the practical implementation of targeted poverty alleviation, I conducted tests for 2 years: By applying "KEJIEJIA" Highly Active Humic Acid in konjac to significantly reduce the prevalence of soft rot and southern blight, increase konjac yield per mu and improve farmers' economic income, I have led the farmers to prosperity through the konjac industry. We are sincerely grateful for the "KEJIEJIA" products!

