

Outstanding Performance of "KEJIEJIA" Products in Fruit Tree Cultivation



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, he received the honorary "2015 Angel Award for Communication of 'Beauty Factor'". 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.

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The products of the "KEJIEJIA" humic acid series contain Highly Active Humic Acid. In recent years, Linzi Lvpu Professional Fruit and Vegetable Cultivation Cooperative has conducted a large-scale test demonstration of "KEJIEJIA" Highly Active Humic Acid (hereinafter referred to as "KEJIEJIA"). The test has shown that "KEJIEJIA" has a positive impact on the growth and development, yield, and fruit quality of fruit trees.

"KEJIEJIA" can effectively facilitate the growth and development of fruit trees. The application of "KEJIEJIA" can enhance tree vigor, mitigate the problem of alternate bearing, and significantly reduce physiological diseases caused by nutrient deficiencies. Additionally, gummosis, which is a common issue for peach and large cherry trees, disappears unconsciously.

The application of "KEJIEJIA" can boost fruit yield. Research conducted on various fruit trees such as apple, peach, grape, plum and hawthorn trees has shown remarkable yield increases by 32.8%, 37.5%, 13.5%, 25.5% and 27.8%, respectively. The application of "KEJIEJIA" can also increase single fruit weight. The test results showed that the single fruit weights of apples, grapes and facility strawberries increased by 40.1%, 29.8%, and 77.7g, respectively. This indicates that "KEJIEJIA" can effectively ensure sufficient nutrient absorption, boost root vigor, enhance plant photosynthesis, and facilitate carbohydrate production.

"KEJIEJIA" can significantly improve fruit quality, as primarily reflected in the increased soluble solid content of fruit. Research conducted on various fruit trees such as peach, grape, apple and plum has shown that the application of "KEJIEJIA" increases the soluble solid contents from 10.2% to 13.5%, from 15.3% to 17.1%, from

14.2% to 16.7%, and from 10.8% to 13.6%, respectively. Moreover, the application of "KEJIEJIA" on peach trees increased the soluble sugar content by 1.7%, decreased the titratable acid by 4.2%, and significantly improved the taste and appearance of the fruit. The application of "KEJIEJIA" on the "Red Globe" grapes increased the sugar content to 15.11.

In summary, "KEJIEJIA" can facilitate the growth and development of fruit trees, boost the yield of fruit trees, and improve fruit quality. The reason for its effectiveness lies in the content of Highly Active Humic Acid. Humic acid can bind harmful ions in the soil, enhance the granular structure, absorption performance and permeability of the soil, improve the rhizospheric environment of fruit trees, and facilitate the absorption of various mineral nutrient elements by the root system. It plays an important role in increasing the utilization rate and reducing the application dosage of chemical fertilizers, enriching the organic matter in the soil, and reducing environmental pollution.

As a big agricultural country, China is faced with a severe issue of soil pollution due to its long-term pursuit of high grain yield and excessive application of chemical fertilizers and pesticides. Therefore, on the basis of gradually decreasing the use of fertilizers and pesticides, humic acid fertilizers come into play as a novel eco-friendly and functional alternative. It is crucial for promoting the sustainable development of agriculture, safeguarding the ecological environment, and ensuring human health while contributing to the cultivation of high-quality and high-yield fruit.