



August 22, 2013

REPORT ON A **LETTUCE (*Lactuca sativa*, Iceberg variety)**,
PLANTATION UNDER THE INFLUENCE OF **TERRABELLA®**
SUMMER HARVEST

To: Korin Arad, Ein Habsor

From: TerraBella® Israel

Re: Results from the trial crops of LETTUCE (Summer Harvest) in fields utilizing TerraBella®

I. Introduction

On July 3, 2013, TerraBella Israel engaged Korin Arad and Ein Habsor to test TerraBella® on their farm's lettuce crop. The field is located in the western Negev in Israel. The test involved *two* applications of TerraBella®, not *three* as recommended for full effectiveness. For their own purposes, Misters Arad and Habsor set a benchmark of 10% yield increase as "success" for future product consideration.

II. Test Process

Treated Area: 3 dunam
(3,000m²)

Amount of TerraBella®: 750 ml

Applications	Date	Amount
#1	July 20, 2013	375 ml
#2	Aug 4, 2013	375 ml

Harvest: August 19, 2013

SUMMARY:

21% Yield Increase

ROI @ 1,457%

Increased Net Profit \$900/hectare

Notes

- Preparation of the solution was made according to the agreed procedure: the water for the solution preparation was left to ventilate for 24 hours. Previsions were taken to use well water devoid of any trace of chlorine. The adequate volume of water was mixed with **TerraBella®** and molasses and left for another two days.
- The harvest collection and measurements were attended by Mr. Arad and by Mr. Barnea and Mr. Ben Haim of TerraBella Israel.
- All the lettuces from FIVE (5) samples of a five (5) meter-long furrow were collected and placed in crates to be weighed by digital scale. The same was



done with lettuces from the control plot.

- The length of the furrows was measured twice: once by Mr. Arad and again by the TerraBella Israel team. The limits of the furrows to be collected were clearly marked so as the workers would know exactly where to collect the lettuces.

III. Results

Table 1: Summary

Mean weight per Head (grams)	Count (Heads)	Weight (Kg)	
433	414	179.2	TerraBella®
391	378	147.7	Control
+11%	+10%	+21%	Difference

Table 2: Details

Furrow	Weight/row TerraBella® (Kg)	Weight/row Control (Kg)
1	34.0	24.6
2	34.8	31.9
3	21.0	18.8
4	35.4	31.4
5	54.0	41.0
TOTAL	179.2	147.7

IV. Conclusion

- In this first trial in a very controlled and supervised Lettuce Production Unit, one of the most advanced in Israel, it was shown that the use of TerraBella® causes an increase of more than 20% in the weight of the yields of lettuce produced with more than a 10% increase in the number of units produced.
- The management of the agricultural company calculated the cost/yields relationship and concluded that, after discounting all the investment, TerraBella® included, **the net profit is of approximately US\$900 per hectare.**
- The **return on investment** for the farmer is central to the decision to use TerraBella®. For this harvest, considering the cost of the TerraBella® and the per-head revenue, the 10% increase in per-head yield generated an **ROI of 1,475%.**

TerraBella® has shown that it generates a high ROI, while contributing to a more biologically balanced soil, with correct root development and better absorption of nutrients from the soil.



For more information about TerraBella® or this case study, please call Xgenex at (929) 375-9155 or email smart@xgenex.com.