



AquaBella® Organic Solutions applied to soil at the base of trees once/monthly for three months during the early growth cycle. This evaluation was performed at the orchard of Mr. Marshall in MoshavArugot, Israel. Mr. Marshall, the orchard owner oversaw application of TerraBella® product and oversaw harvest and weighing of fruits from randomly selected trees to compare treated vs. untreated tree production. The owner oversaw the harvest; confirmed that all mature fruit was picked; ensured treated and untreated pomegranates were placed in separate boxes – one tree per box; and supervised the counting and weighing.

Case Study: Pomegranate Yield Increases 33%, ROI +2,461%

Results show the effectiveness of TerraBella promoting healthy development of the fruit and trees. Observed was an accelerated maturation of the fruit, allowing the farmer to get to the market earlier and capture higher price per pound with larger and more fruit.

The return on investment for the farmer is central to the decision to use TerraBella®. For this harvest, considering the cost of TerraBella® and revenue per unit, the 33% yield increase generated an ROI of 2,461%

TerraBella® has show 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.



Grower Calculates Value of Higher Yields & Improved Orchard Health

AquaBella® treated trees produced on average 12% more fruits and these fruits were 33% heavier on average compared to the fruit production of untreated control trees. To quantify the impact of TerraBella® fruit was collected, counted and weighed from three treated trees and three untreated control trees. All trees were selected at random by the orchard owner, Mr. Marshall and under his supervision results were calculated. Table 1 summarizes results:

TABLE 1: Productivity Comparison Treated Trees vs. Untreated Control Trees

Condition	Number of Fruits	Weight of Fruits (Kg)	Mean Weight per Fruit (grams)
TerraBella®	352	229.5	652
Untreated Control	314	172.5	549
Yield Difference	+12%	+33%	+19%



Orchard before Harvest



Weighing the Pomegranates

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