



FOR IMMEDIATE RELEASE

Robert Spoerri
Beneficial Reuse Management LLC
312-784-0303
rspoerri@beneficialreuse.com

Karen Bernick
563-285-6832
karen@karenbernick.com

GYPSOIL Brand Gypsum Now Available to Eastern Iowa Crop Growers

Chicago, IL, May 23, 2012 – Ben Franklin and many of his contemporaries recognized the benefits of applying gypsum to agricultural soils more than 200 years ago. Gypsum supplies nutrients and is used as a soil amendment to soften soils. But because gypsum is expensive to mine and transport, the practice has not been widely used by agricultural producers except for certain specialty crops.

GYPSOIL™ brand gypsum is a lower cost, high quality option that's now available to eastern Iowa crop growers. GYPSOIL's parent company, Beneficial Reuse Management, has expanded distribution points at several locations along the upper Mississippi River.

GYPSOIL brand gypsum is a synthetic form of gypsum that has the same chemical composition as mined gypsum -- calcium sulfate dihydrate ($\text{CaSO}_4 \cdot 2\text{H}_2\text{O}$). It is a co-product of the process that cleans the air from coal-fired plants and is sometimes called FGD gypsum. GYPSOIL is also made as a co-product of certain processing plants for food-grade products.

Sulfur source

Soil scientists have observed that sulfur is becoming deficient in many Midwestern soils today.¹ GYPSOIL brand gypsum offers a highly-available and economical source of sulfur. A typical analysis is 13-16 percent sulfur sulfate. In addition, GYPSOIL supplies 17-20 percent calcium.

“GYPSOIL is an excellent option for growers dealing with sulfur deficiencies, often seen as yellowing leaves in corn, soybeans, alfalfa and other crops,” says Ron Chamberlain, GYPSOIL's chief agronomist and founder. Sulfur deficiencies can also reduce crop yield.

Soil amendment

“As a soil amendment, GYPSOIL creates a softer, more manageable soil profile over time,” says Chamberlain. “The result is less crusting and sealing at the soil surface, and less ponding and runoff after a rain, as well as less soil erosion.”

GYPSOIL also creates an environment that is conducive to soil organisms, including microbes as well as earthworms. This improved environment allows soil organisms to break down organic matter and nutrients in the soil faster and better. This makes nutrients more available to plants and contributes to better plant health and vigor, explains Chamberlain.

“GYPSOIL offers many benefits to crops, including adding sulfur to soils and improving soil tilth,” says Chamberlain. “It is a highly safe and effective form of gypsum, and far more economical than mined gypsum.”

For more information about GYPSOIL or the name of the nearest dealer, visit www.gypsoil.com.

About GYPSOIL

GYPSOIL is a division and tradename of Beneficial Reuse Management LLC. Our mission is to make a positive impact in our customers’ soil while conserving natural resources and protecting the environment.

¹The Fertility of North American Soils, 2010, Bulletin Summary, International Plant Nutrition Institute, March 2011.

-END-

Beneficial Reuse Management LLC • 212 W. Superior Street • Suite 402 • Chicago, IL 60654
1-866-GYPSOIL (497-7645) • www.gypsoil.com



GYP SOIL™ brand gypsum offers a highly-available source of sulfur and helps soften tight clay soils by neutralizing the metals and chemical salts that bind to clay particles and cause poor soil structure. GYP SOIL's parent company Beneficial Reuse Management has recently expanded distribution to offer eastern Iowa crop growers a lower cost alternative to mined gypsum. Photo supplied by GYP SOIL/BRM, 2012.