

What is GYPSOIL™ Brand Gypsum?

GYPSOIL™ brand gypsum delivers vital nutrients and improves soil structure. GYPSOIL is calcium sulfate dihydrate or $\text{CaSO}_4 \cdot 2\text{H}_2\text{O}$. It is a highly pure form of gypsum.

On a dry-matter basis, GYPSOIL supplies:

13-17 percent sulfate sulfur

17-23 percent calcium



GYPSOIL brand gypsum is a fine, white or tan powder that is slightly damp to the touch, similar to moistened flour.

GYPSOIL can be broadcast with a lime spreader, litter spreader or other equipment suitable for bulky dry material. Application can occur any time of the year and it can be done on tilled or no-tilled ground. GYPSOIL is pH neutral so it is not a liming agent. It will not acidify soils like some other sulfur products.

GYPSOIL
BRAND GYPSUM

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For healthier soils
that produce better crops,
depend on GYPSOIL
brand gypsum.

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HEALTHIER SOILS. BETTER CROPS.



TOP 3 Reasons Crop Growers Use Gypsum

Long-term gypsum users were asked to rate 23 benefits of gypsum application in a new study by two respected university agricultural economists. **These were the three most important benefits they identified:**

1 Increased yield

Long-term growers reported yield bumps of nearly 11% for alfalfa, 8 percent for corn and 6.5 percent for soybeans.¹ Yield increases alone typically cover the cost of gypsum and application!

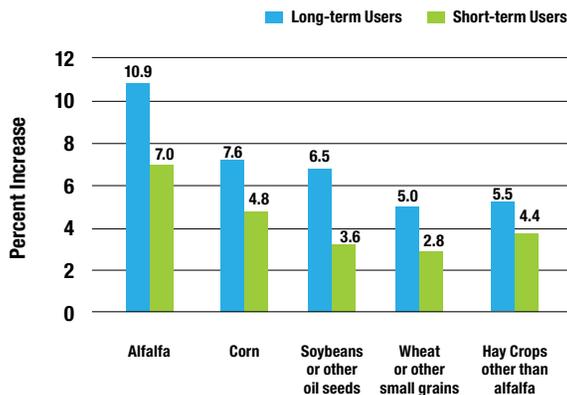
2 Sulfur availability

At 13-17 percent sulfate sulfur, GYPSOIL is an economical, effective replacement for ammonium sulfate or elemental sulfur. Growers estimate the replacement value of sulfur in gypsum at nearly \$16 per acre.²

3 More productive soils

Calcium and sulfur in GYPSOIL improves soil physical structure by balancing soil chemistry. Air and water move through the soil profile more efficiently. Seedling emergence improves, roots grow deeper and more robust and soil biology explodes. The result is healthier plants that use moisture and nutrients more efficiently.

Estimates of Yield Improvements by Crop for Long-Term and Short-term Gypsum Users



References 1-4: Batte and Forster, An Economic Analysis of Beneficial Gypsum Use in Agriculture, 2014.



"After the first year of using GYPSOIL we saw better water infiltration where we applied it and the sulfur was an added bonus. Every acre we plant will receive gypsum."

Joe and Mike Stevermer
J and M Farms
Easton, MN

More Equals More

Long-term gypsum users use more gypsum on more acres. In fact, long-term growers use gypsum on nearly half their acres or about 35 percent more than short term users.³

Potential benefits after adding GYPSOIL to your cropping system:

- Boost in fertility
- Better seedling emergence and plant health
- Improved soil structure, especially in tight clay soils
- Softer, deeper root zone
- Increase in rainfall absorption and retention
- Enhanced drainage efficiency
- Decreased ponding and crusting
- Minimized soil and nutrient runoff
- More soil biological activity
- Better nutrient efficiency
- Reduced nutrient and soil loss
- Protection of water quality

"Gypsum makes sense and it is a good value for what you get. We started applying gypsum to individual problem fields that have tighter soils – we've got clay loam and silty clay loam kind of mix with tight subsols. We have certainly seen improved water infiltration in those areas and improved rooting. In 2012 we started using gypsum across most of our acres with higher rates using variable rate technology in places where there are specific problems such as high magnesium or poor drainage."

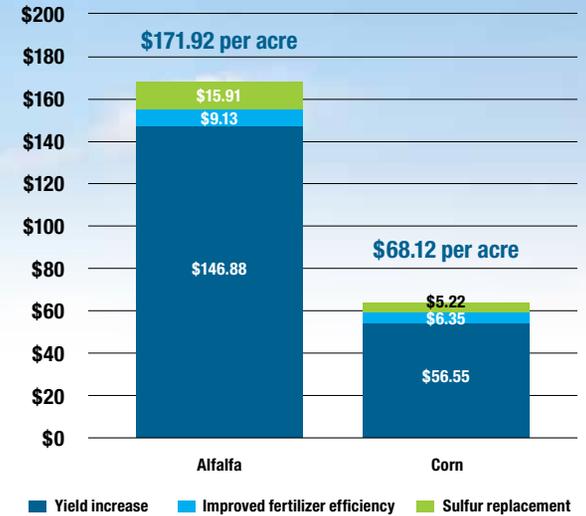
Rodney Rulon
Rulon Enterprises
Arcadia, Indiana



Excellent ROI

Long-term users report a return on investment (ROI) of 5X or higher for alfalfa and 2X or higher for corn. When you combine just the impact of yield, improved fertilizer efficiency and the replacement value of sulfur the ROI is nearly \$172/A for alfalfa and \$68/A for corn for gypsum applications (based on average cost of \$30/a for gypsum plus application).⁴

Gross Economic Benefits Per Acre to Longer-term Users of Gypsum on Alfalfa and Corn



"We put GYPSOIL on for first time in early spring 2014 to loosen soil on a 160-acre field that's high in magnesium. We also put it on a 10-acre test strip in another field. You can see right to the line where we put the GYPSOIL on – the corn is taller and more robust. The sulfur in GYPSOIL is a good boost to corn."

Doug Armstrong
Atchison, KS

Learn more about GYPSOIL™ brand gypsum at:

1-866-GYPSOIL (497-7645) or email info@gypsoil.com.

Download a copy of the *Economic Impact Study* bulletin at Gypsoil.com.