

HOW TO GET MORE MAIZE COBS

The rains have started – but what happens in your soil will determine your yield



THE PROBLEM EVERY FARMER IS EXPERIENCING RIGHT NOW

WHY YOUR FERTILIZER IS NOT WORKING

By Erick Mayeti



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The rains have started, and most farmers have already applied DAP or CAN expecting strong crop establishment. But across many farms, the results are not matching the investment.

Maize is showing uneven growth. Some plants are strong, others are weak. In some cases, yellowing is already visible even after fertilizer application.

This is not because the fertilizer is missing.

It is because much of it is either being washed away or locked in the soil where the plant cannot access it.

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Most soils already contain nutrients like phosphorus, but these nutrients are not always available to the crop.

During heavy rains, nutrients are easily lost through leaching or become fixed in the soil, making them unavailable for uptake.

This is why simply adding more fertilizer does not always translate to better results.

The real difference this season will come from how well your soil holds, releases, and supports nutrient uptake.

FROM SOIL TO ROOT TO YIELD

By Saraitei Memiri

WHAT SUCCESSFUL MAIZE FARMERS ARE DOING DIFFERENTLY

MAKING FERTILIZER WORK INSTEAD OF APPLYING MORE

By Frank Ameka

➤➤➤ UNLOCKING NUTRIENTS IN YOUR SOIL

Most farmers believe nutrients are lost when crops fail to respond. But in many soils, phosphorus is still present – just locked and unavailable to the crop.

In our maize (Duma variety) applications, the difference came from a simple shift: Mixing Earthlee directly with DAP or CAN at planting

- Earthlee: 1kg per 50kg fertilizer
- Applied together in the planting hole or row

This approach changes how nutrients behave in the soil. Instead of being fixed or washed away during heavy rains, nutrients are held within the root zone and made available to the crop. Fertilizer starts working from the moment the crop establishes.

WHY THIS MAKES THE DIFFERENCE

When Earthlee is combined with fertilizer:

- Locked phosphorus and other nutrients becomes available to strengthen root systems
- Nutrient loss through leaching is reduced
- Soil holds nutrients closer to the roots

Meaning: every bag of fertilizer delivers more value

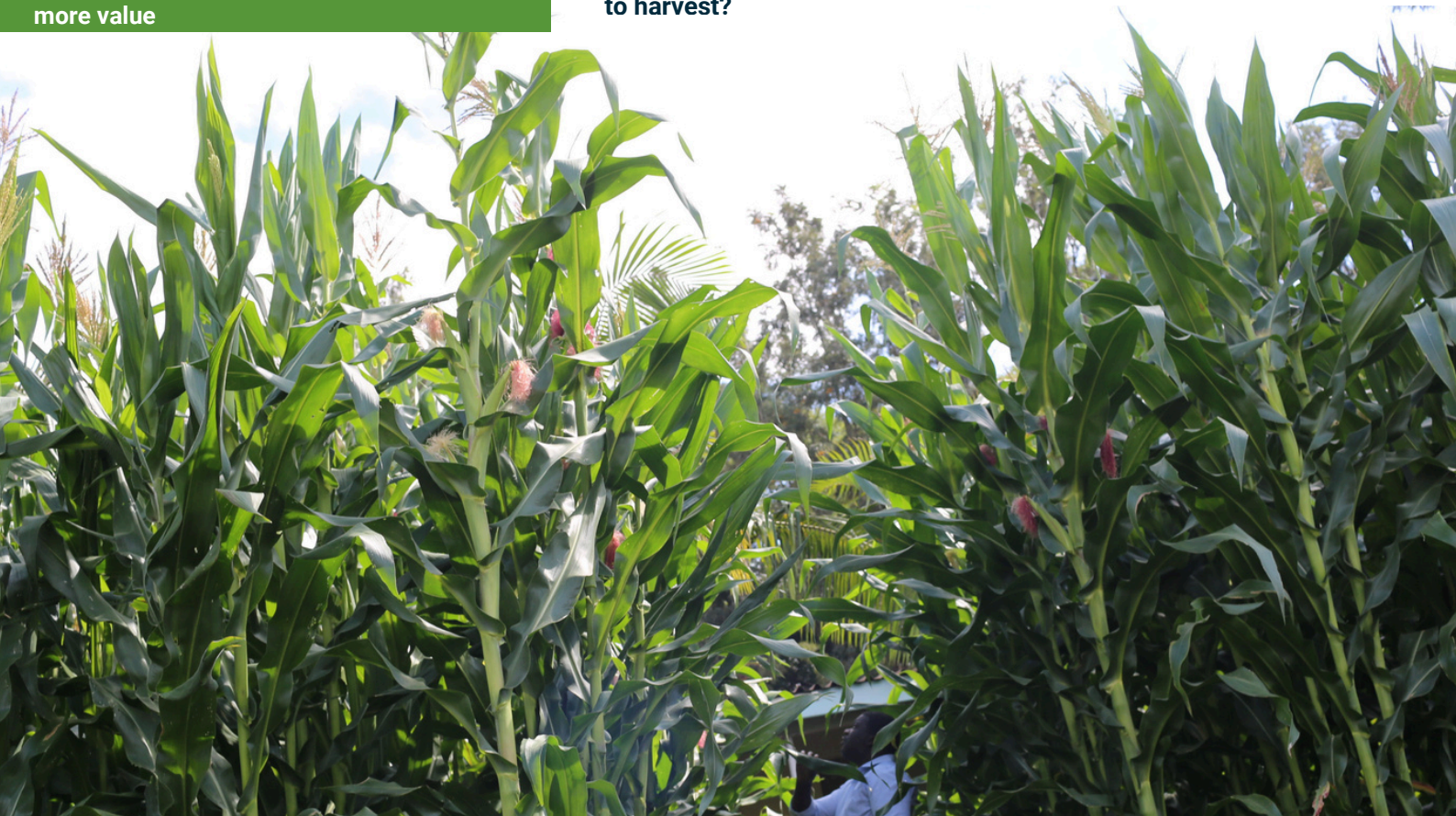
➤➤➤ STRONG ROOTS ARE ONLY THE BEGINING

Once nutrients are available and the crop has established well, the next challenge is maintaining performance throughout the rainy season. Even healthy maize can slow down due to:

- Excess moisture
- Nutrient movement in the soil
- Increased pest pressure

Many farmers get the first step right – but still lose performance later in the season.

So how do you keep your crop strong, uniform, and productive to harvest?



MAINTAINING CROP PERFORMANCE IN THE RAINY SEASON

STRONGER GROWTH. BETTER RECOVERY. CONSISTENT YIELDS.

By Aasit Shah

▶▶▶ PLANTING TIPS

Good establishment is not enough. As the season progresses, crops face ongoing stress from heavy rains, nutrient loss, and fluctuating soil conditions.

To maintain performance, crops must:

- Recover quickly after stress
- Continue absorbing nutrients efficiently
- Sustain strong vegetative and reproductive growth

This is where additional crop support becomes critical.

▶▶▶ PERFORMANCE ACROSS YOUR CROPS

Across maize, beans, potatoes, and vegetables, the same challenge applies – nutrients must be continuously absorbed and utilised.

With proper support:

- Crops establish faster
- Growth remains uniform
- Flowering and fruiting improve

This leads to more consistent yields across the farm.

SUPPORT YOUR CROP THROUGHOUT THE SEASON

Using a foliar enhancer like Nhance helps crops:

- Improve nutrient uptake
- Recover faster from stress
- Maintain strong, healthy growth especially during rainy conditions where nutrients are easily lost.

▶▶▶ YOUR TOP DRESSING

Rain alone does not guarantee higher yields. Without the right support, nutrients leach, pests build up, and crop potential is lost. To keep your crop productive from planting to harvest, combine:

- **Earthlee** – Unlocks bound nutrients for better uptake (Application: 1kg per 50kg fertilizer)
- **Asilee** – Improves soil structure and microbial activities (Application: 5kg per 50kg fertilizer)
- **Nhance** – Supports steady growth and nutrient uptake (Application: 2ml per 1L knapsack)
- **Achook** – Disrupts pest feeding and lifecycle (Application: 1ml per 1L water)

Result: Stronger crops, reduced losses, and better yields this season.



ASILEE



NHANCE



EARTHLEE



ACHOOK

Available at select Davis & Shirtliff and New Downtown Agrovet outlet near you.