




VITA PRODUCTS, HORTICULTURE AND GOLF

A Presentation for Golf Courses Worldwide



**Vita Products™ PROPRIETARY Formulations developed by
Plant Scientist, William L. Ruth
Vita Planta Pro™, Vita Agri™ and Vita Agri Plus™
(with Hydra Formula) USDA National Organic Program Compliant**

- 1.** Promotes healthy trees, turf, and plants to resist disease and insect attacks
- 2.** Promotes root structure to enhance the health and strength of trees and plants
in all climates
- 3.** Reduces shock for heightened success throughout transplanting operations
- 4.** Reduces the use of fertilizers thus eliminating the addition of salt to soil

Vita Planta Pro™

Vita Agri™ & Vita Agri Plus™

- 5.** Balances soil pH to allow uptake of soil nutrients blocked by salts enhancing growth and health
- 6.** Their non-toxic formulas bring no harm to pets, birds, fish or bees
- 7.** Its proprietary formulation promotes optimum seed germination and superior plant growth - plant seedlings, bedding plants, interior/exterior landscaping plants, trees, shrubs and turf - that contribute to overall profits
- 8.** "Hydra Boost" formula reduces stress and assists in moisture content retention to survive drought conditions
- 9.** Reduces petal drop in blooming plants for greater and longer enjoyment
- 10.** Does not clog injector or irrigation systems reducing maintenance time and costs

Purpose

- Use as a watering agent and/or foliar spray
- Restores vitality to stressed plants by assisting the hydration of plant stem and leaf
 - Aids in transplanting and seed germination
 - No salts to burn plants
- Enables the plant to become healthy and balanced with a strong immune system.
 - Helps reduce antagonisms to the plants to ensure the use available nutrients
 - Numerous Farming Applications
 - Not classified as a fertilizer since it does not have a salt base nor an N-P-K breakdown.

VITA PLANTA 2000™, VITA PLANTA PRO™, Vita Agri™ & VITA AGRI PLUS™




THIS PROPRIETARY TECHNOLOGY CAN PROVIDE
COMMUNITY OR WORLD RENOWNED GOLF COURSES
WITH A GREEN AGENDA AND A NATIONAL SUSTAINABLE
GOLF STRATEGY.

THESE PLANT FORMULATIONS ARE
USDA NATIONAL ORGANIC PROGRAM COMPLIANT.



**The plant formulations created by William L. Ruth can offer
Your Golf Resort & Country Club the following:**

- They contribute to environmental regenerative sustainability;
- They protect threatened habitats and species;
- They combat desertification;
- They contribute to establishing its golf courses as iconic;
- They ensure the strong rooting of turf in sandy soils as one grassing solution example;
- They reduce the use of fertilizers and chemicals reinforcing the non-need for project-based turf nurseries;
- They provide a best-practice, scientifically proven methodology for extremely healthy greens, fairways and rough.



These Plant Formulations are conducive to respecting the environment and climate in an effort to create and maintain sustainable golf courses for future generations.

It is not difficult to ascertain how these plant formulations might be applied to other relevant sectors and spheres of your organization's economic development, landscape regeneration, and community building.

Extensive research in the development of these formulations has been conducted over three decades and can assist with your organization's commitment to advancing its own science and knowledge further.

Vita Products and Turf - Visual Proof of Their Effectiveness

(Click the links below to observe the effectiveness of William Ruth's Plant Formulations)

[Vita Landscape System \(vitaproducts.com\)](http://vitaproducts.com)

(Please scroll down to second video about Root Structure Forming)

[Professional \(vitaproducts.com\)](http://vitaproducts.com)

(Please scroll down to Bear Creek Golf Course)

<https://youtu.be/PPktwcM1kpc>



Root

Structure


Forming

(copy URL shown
above for full
demonstration)



YOU ARE ENCOURAGED TO INVEST IN THIS
PLANT FORMULATIONS TECHNOLOGY TO
ASSIST IN COST SAVINGS AND OTHER
RESOURCE EFFICIENCIES

The Proprietary Technology addressed herein will be sold only once on an exclusive basis!



The information that follows has been included in presentations specific to the needs of national departments of agriculture, municipal parks, golf course managers, nurseries, landscapers, farmers, live plant wholesalers, and chemical and fertilizer companies.

The concluding slides speak to such matters as market trends, worldwide use of fertilizers, and costs associated with bringing a new product to market.

From the National Academies of Science Journal

Insect populations outweigh humans 17 times and are essential to earth's ecosystems. Pesticides is a major cause of our world losing 1%-2% of its insects each year.

“Awareness of insect declines in the past two years has led some governments to take action and seek grass roots assistance from **citizen scientists**.”

Source: PNAS (Proceedings of the National Academy of Sciences of the United States of America 2021 Vol. 118 No. 2 e2002547117

William L. Ruth of Vita Products, Inc. and developer of Vita's product formulations **is one such citizen scientist!**

One simple action that can be taken to save insects from global declines:
Reduce pesticide and herbicide use.

- Pesticides often harm nontarget, natural insect populations, whereas reduction of their use fosters beneficial arthropods.
- Pesticides have been found far from their application source and, in some regions, are more prevalent in urban streams than in those near agricultural lands.
- Many pesticides are applied for cosmetic purposes, that is, aimed only at improving the appearance of nonagricultural green spaces such as lawns, gardens, or parks. Reduction or elimination of cosmetic pesticide use, already legislatively mandated in Nova Scotia and Ontario, could greatly benefit both terrestrial and aquatic insect communities.

Source: PNAS 2021 Vol. 118 No. 2 e2002547117

- When applied to plants, pesticides may not be necessary as a proven fact when using William L. Ruth's product formulations.
- These formulations can be added to herbicides to: (1) increase their effectiveness and (2) reduce their use.



Consumer Products

VITA PLANTA 2000™, VITA PLANTA PRO™



Commercial Use



VITA PLANTA PRO™ & VITA AGRI PLUS™

Costs of Bringing a New Agricultural Chemical to the Market

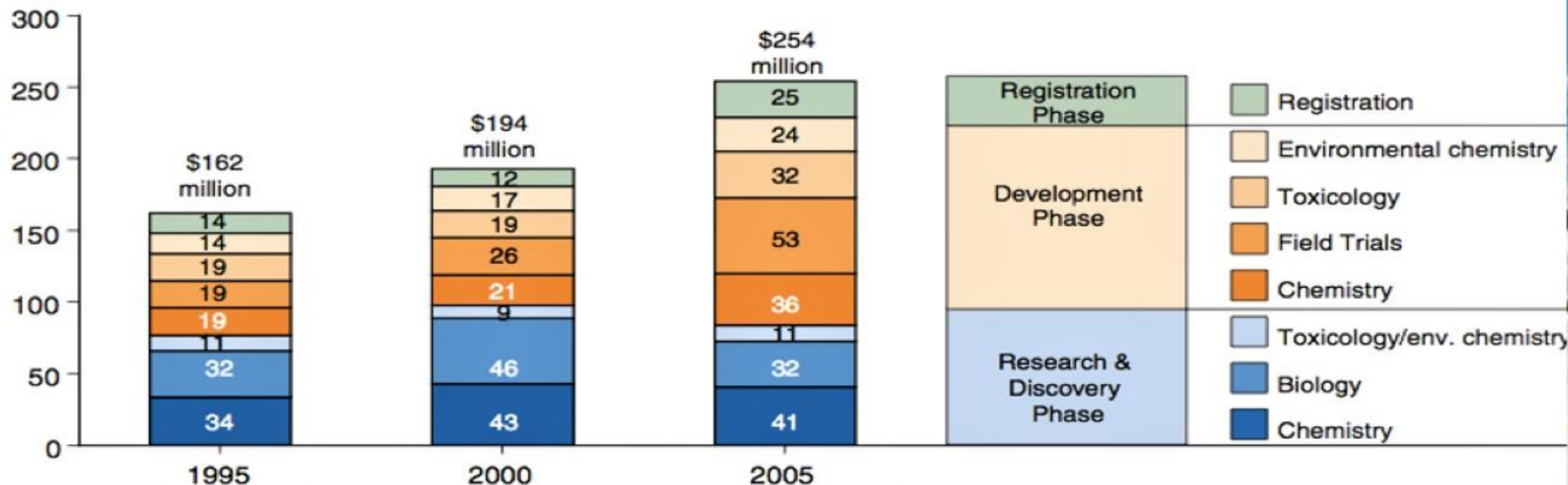
CropLife International (CLI), CropLife America (CLA) and the European Crop Protection Association (ECPA) commissioned PhillipsMcDougall, an independent consultant specializing in market analysis for the agrochemical industry, to research the cost of bringing a new active ingredient to market.

Their findings: Up from 2005 (see chart on next slide), every crop protection product that reaches the market costs \$286 million and takes 11 years of research and development to ensure the highest safety and efficacy standards. And the cost of bringing a new product to market will continue to increase. The report found the industry spent a total of \$2.6 billion on new innovations just 5 years ago (see following slide).

Figure 3.3

Costs of bringing a new agricultural chemical to the market

Million constant 2006 U.S. dollars



Source: USDA, Economic Research Service using data from PhillipsMcDougall (2010).

Vita Products™ Formulations Have Already Been Brought to this Market thus Saving an Organization the Research & Development Costs Reflected in the Graphic Above.



PROBLEMS WITH PROVEN SOLUTIONS in
Varying Geographies, Climates & Soils

**Examples of problems that can be resolved with the application of
Vita Products™ organic formulations developed by Plant Scientist,
William L. Ruth**

Pine Bark Beetle

Nematodes

Chinese Stink Bug

Citrus Canker and Greening Disease

Sudden Oak Wilt Disease

Stone Fruit Borer Beetle

Tomato Spotted Wilt Virus

Texas Phoenix Palm Decline (TPPD)

Dutch Elm Disease

Blue Stain Fungus



Use and Apply the Benefits William L. Ruth's Innovative Formulations Provide the Consumer and Commercial Enterprises in the **Horticulture Industry** to Capture Greater Market share!
and Golf Industry

These formulations can be manufactured on site, in the field thereby eliminating transportation costs, reducing or eliminating fertilizer costs to leave no carbon footprint in the process.



Vita Products™ Proprietary Technology owned by William L. Ruth is for Sale

USDA NATIONAL ORGANIC PROGRAM COMPLIANT

The innovative proprietary technology behind its products are proven to promote water conservation, and increase plant growth and food production worldwide.

Many of the particulars related to Vita Products'™ involvement in the **Floriculture, Horticulture and Christmas Tree Industries** have been presented here.

Contact **Carl N. Tichenor, M.Ed.** to discuss the next steps to purchase Vita Product's™ Intellectual Property **at a fraction of what it would cost to bring this innovative product and its active ingredients to market.**

Email: carl.tichenor@global-regeneration.com Phone: 602.722.9006