



# Improve Moisture Retention

[www.sacoa.com.au/lure](http://www.sacoa.com.au/lure)

20cm depth tracking data illustrates a real and sustained improvement in retained moisture banked in the subsoil area from the first rains of the season.

This allows farmers to continue seeding for longer with confidence even if follow up rains aren't received soon after.

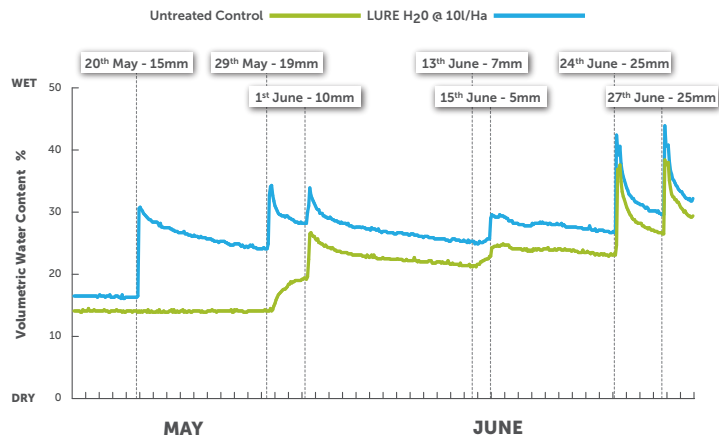


*"Replicated trials have shown that when correctly applied, LURE H<sub>2</sub>O changes the soil's surface characteristics and allows water that would normally runoff or evaporate to be captured in the soils profile.*

*Soil moisture readings show that the treated profiles wet quicker and remains wetter for longer. In dry starts where every drop of rain counts, differences in pasture and crop establishment have been really impressive."*

**Steve Pettenon - Synergy Consulting, WA (2011)**

## Soil Moisture at 20cm Depth – Brookton (WA) 2011



\*Australian Patent Application No. 2011100087 applies



LURE H<sub>2</sub>O continues to work for two years after initial application. This shows canola establishment on land treated (on left) with LURE H<sub>2</sub>O in 2010.

**Brookton, 2011**