



innovative
SURFACE SOLUTIONS 

Innovative Municipal Products (US),
Inc dba Innovative Surface Solutions

First magnesium chloride-based fertilizer approved for organic farming in North America

Innovative Surface Solutions AgMag™ product receives OMRI Listed® seal from Organic Materials Review Institute

GLENMONT, NY - June 23rd, 2015 – North America’s farmers have a new option that will strengthen their crops and help meet the demand for organic produce by today’s consumer. Innovative Surface Solutions today announced the availability of AgMag™, the first magnesium chloride-based fertilizer approved for organic farming in North America.

“The demand for organic foods continues to grow and farmers are looking for cost-effective solutions,” said Greg Baun, President and CEO, Innovative Surface Solutions. “We are proud to offer North American farmers access to a liquid organic fertilizer that will increase quality and yields across a range of crop types and also contains natural fungal suppressant properties. We continue to see excellent results from our trials with Cornell University; 2015 will be the fourth year and most comprehensive trials yet with more farms participating in New York and New England.”

Innovative’s AgMag™ is a high performance magnesium chloride liquid that is approved for organic production as a crop fertilizer and soil amendment to help increase quality and yield in row crops. It has just been listed by the Organic Materials Review Institute (OMRI) in both Canada and the United States. AgMag™ is listed for use in certified organic production, food processing and handling according to the USDA National Organic Program Rule and Canadian Organic Standards.

AgMag™ is the base material for Innovative’s family of value added agriculture blends, which include NutriMag™. The magnesium chloride used in AgMag™ also forms the base for Innovative’s broad line of de-icing, dust control and industrial products.

“Innovative’s AgMag™ provides farmers with an organic option to strengthen their crops that is superior to traditional Epsom salts used by many organic farmers as a source of magnesium,” said Ray McDonald, General Manager of Cangrow Crop Solutions and Innovative’s Canadian distribution partner. “This magnesium chloride solution gives organic farmers access to the same benefits of this fertilizer that have been available to non-organic farmers in North America for more than 20 years.”

“The organic certification of Ag Mag will be great for organic farmers,” said John Van Heusen, operator of Sugar Creek Farm in Ossian, New York. “I have seen year-over-year increases in both yield and quality by using AgMag on conventional crops. Now the same benefits can be experienced on organic farms.”

Receiving the OMRI Listed seal signifies that Innovative AgMag™ is allowed for use in the Generic Material Listing: NOP: Magnesium Chloride, Class: Crop Fertilizers and Soil Amendments. The product will appear in the *OMRI Products List*® available on the OMRI website and in the next print version of its list. Subscribing certifiers, state programs, and others will receive information regarding the OMRI status of AgMag™ in the next quarterly OMRI update.

454 RIVER ROAD • GLENMONT, NY 12077
PHONE 518-729-4319 • FAX 518-729-5181

INNOVATIVECOMPANY.COM



innovative
SURFACE SOLUTIONS 

Innovative Municipal Products (US),
Inc dba Innovative Surface Solutions

In addition to being OMRI Listed, Innovative's AgMag is approved for organic use by NOFA-NY and Baystate Organic Certifiers.

For more information, please visit www.innovativecompany.com.

Magnesium Chloride and Agriculture

Magnesium chloride liquid is used as a fertilizer or soil amendment to help increase quality and yield in row crops. It can also be used as a mineral supplement for animals. Magnesium chloride delivers measureable improvements in quality and yields for a variety of crops including corn, wheat and small grains, soybeans, and potatoes. Several universities have studied magnesium chloride in randomized, replicated trials. Corn grain showed improved fruit quality, better tip fill, lower moisture, heavier bushel weight, and higher yield. When applied to wheat, rust is suppressed and yields improve up to 10%.

About Innovative Surface Solutions

Innovative Surface Solutions specializes in advanced, environmentally safer solutions for road safety and maintenance, industrial applications and agriculture that consistently perform and result in better outcomes for our customers and our community. For over 30 years, we have introduced fresh thinking, innovative technology and new processes to enhance our products and ensure our customers have access to the most effective solutions. With offices in Ajax Ontario and Glenmont, New York we have the the largest distribution network in the Northeast.

Follow us on Twitter @Innovativecomp

About OMRI

The Organic Materials Review Institute (OMRI) is an international non-profit organization that determines which input products are allowed for use in organic production and processing. OMRI Listed® products are allowed for use in certified organic operations under the USDA National Organic Program.

-30-

For more information:

Jeff Kyle
VP Marketing, North America
Direct: 905.427.0318 ext. 100
Mobile: 613 720 7091
jkyle@innovativecompany.com