

H HUDSON MINERAL PRODUCTS

WESTERN AUSTRALIA
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MAXIMISE EVERY FERTILISER DOLLAR

Agri SoilPRO — Soil Performance & Fertiliser Efficiency Enhancer

Fertiliser is your largest input cost. Agri SoilPRO is a 100% natural Australian mineral soil amendment combining Attapulgite Clay and Diatomaceous Earth. It boosts fertiliser efficiency, retains nutrients in the root zone, and builds long-term soil performance. Complementary to Plant Available Silica and AgriFix — the complete soil solution from Western Australia.

NOT A
FERTILISER

ATTAPULGITE CLAY
& DIATOMACEOUS EARTH

100% NATURAL
MINERAL

AUSTRALIAN OWNED
& MADE

THE PROBLEM

40%

NITROGEN LOST

Up to 40% of applied nitrogen can be lost through ammonia volatilisation, leaching, and runoff before crops can access it — particularly in broadcast urea on warm, moist soils.

\$B+

WASTED ANNUALLY

Fertiliser nutrient loss represents billions in wasted spend across Australian broadacre, pasture, and horticulture every season — with no mechanism to recover what is lost.

3x

MOISTURE SENSITIVITY

Granular fertilisers are highly sensitive to moisture — caking, bridging, and uneven spread reduce application accuracy and effective nutrient delivery to the root zone.

Fertiliser prices have risen sharply — driven by global supply disruptions, geopolitical instability, and energy costs. Most operations still lose significant applied nutrient before it reaches the root zone. The solution is not more fertiliser — it is getting more from what you already apply. Agri SoilPRO addresses nutrient loss at the mineral level.

HOW AGRI SOILPRO WORKS

Agri SoilPRO combines two natural Australian minerals — Attapulgite Clay and Diatomaceous Earth — into a single high-performance soil amendment. Together they address the full fertiliser efficiency problem from the point of application through to plant uptake.

01 ATTAPULGITE CLAY — NUTRIENT RETENTION	02 DIATOMACEOUS EARTH — SOIL STRUCTURE & SILICA	03 COMBINED EFFECT — COMPLETE ROOT ZONE SUPPORT
Attapulgite's micro-channelled structure adsorbs ammonia and nutrients onto its mineral surface, holding cations in place and reducing nitrogen loss. Nutrients stay in the root zone longer — available when the plant needs them.	Fossilised siliceous DE improves soil aeration, water distribution, and root penetration. It contributes plant-available silica — strengthening cell walls and boosting plant resilience, drought tolerance, and yield potential.	Together the two minerals create a conditioned root zone: nutrients held and released efficiently, moisture regulated, and roots accessing a stable, biologically active environment. Less waste, more consistent production.

KEY BENEFITS

BUILDS SOIL FERTILITY NATURALLY

Unlike synthetic additives, Agri SoilPRO conditions soil structure over time, increasing organic matter retention and biological activity.

IMPROVES FERTILISER EFFICIENCY — LESS WASTE

By retaining nutrients in the root zone, Agri SoilPRO reduces loss through leaching and volatilisation — more plant-available nutrition per dollar spent.

<p>DELIVERS PLANT-AVAILABLE SILICA</p> <p>Diatomaceous earth is a natural source of reactive silica — strengthening plant cell walls, improving drought and pest resistance, and increasing yield consistency.</p>	<p>COMPLEMENTARY TO AGRIFIX & PAS PROGRAMS</p> <p>Works alongside AgriFix (ammonia retention) and Plant Available Silica — a complete, layered fertiliser efficiency strategy.</p>
<p>REDUCES INPUT DEPENDENCY</p> <p>Better soil structure means more output with less water and fertiliser — directly reducing operating costs as input prices remain elevated.</p>	<p>100% NATURAL — CHEMICALLY INERT</p> <p>Does not react with any fertiliser type. Permitted under Australian Organic Standards. No synthetic chemistry added to your soil system.</p>
<p>LOCALLY SOURCED — NO IMPORT RISK</p> <p>Mined and processed in Western Australia. No currency exposure, no supply chain risk, consistent mineral quality batch to batch.</p>	<p>BETTER YIELDS, BETTER EFFICIENCY</p> <p>Healthier soil structure and more efficient nutrient delivery support improved plant performance and yield outcomes season on season.</p>

THE COMPLETE FERTILISER EFFICIENCY SYSTEM

Agri SoilPRO sits at the centre of a three-product efficiency system — each addressing a different stage of the fertiliser-to-plant cycle. Together they deliver compounding gains that no single product achieves alone.

AgriFix Fertiliser Efficiency Enhancer	Agri SoilPRO Soil Performance Enhancer	Plant Available Silica Silica Supply for Plant Resilience
Attapulgite-based ammonia retention at point of application. Reduces nitrogen loss from broadcast urea through physical adsorption. Blends directly with granular fertiliser.	Attapulgite + Diatomaceous Earth blend. Builds root zone nutrient retention, improves soil structure, delivers plant-available silica, and reduces long-term input dependency.	Highly reactive silica to support cell wall strength, drought tolerance, and resistance to pest and disease. Complements Agri SoilPRO's natural DE silica contribution.

APPLICATION AREAS

BROADACRE CROPPING	PASTURE & TURF	HORTICULTURE & VEGETABLES	FERTILISER BLENDING
<ul style="list-style-type: none"> — Blend with urea, DAP or MAP at planting — Improves nitrogen efficiency in broadcast applications — Builds soil structure season-on-season — Wheat, canola, sorghum, cotton, legumes 	<ul style="list-style-type: none"> — Top-dress with urea on improved pastures — Reduces ammonia loss on warm soils — Silica improves pasture plant strength — Tropical and temperate pastures 	<ul style="list-style-type: none"> — Soil incorporation pre-planting — Improves water and nutrient retention — Consistent production in variable conditions — Reduces fertiliser flush-through post-irrigation 	<ul style="list-style-type: none"> — Mineral carrier for granular NPK blends — Reduces caking, improves homogeneity — Compatible with standard blend plants — Custom particle sizes available

WHY AGRIL SOILPRO OUTPERFORMS ALTERNATIVES

FEATURE	AGRI SOILPRO	SYNTHETIC SOIL CONDITIONERS	IMPORTED MINERAL CARRIERS	NO SOIL AMENDMENT
Improves nutrient retention	✓ Yes	~ Varies	~ Varies	✗ No
Delivers plant-available silica	✓ Yes	✗ No	~ Varies	✗ No
Improves soil structure long-term	✓ Yes	✗ No	~ Varies	✗ No
100% natural — no synthetic inputs	✓ Yes	✗ No	~ Varies	✗ No
Chemically inert / non-reactive	✓ Yes	✗ No	✓ Yes	—
Complements AgriFix & PAS system	✓ Yes	✗ No	✗ No	✗ No
Australian sourced — no import risk	✓ Yes	~ Varies	✗ No	—
Permitted under Aust. Organic Std.	✓ Yes	✗ No	~ Varies	—

AUSTRALIAN SUPPLY ADVANTAGE

Agri SoilPRO is produced from dedicated Australian mineral resources in Western Australia — combining high-quality Attapulgite Clay and Diatomaceous Earth from proven local deposits. This gives distributors and large-scale operators a direct, short-supply-chain product with no import risk, no currency exposure, and consistent mineral quality batch-to-batch.

Hudson Marketing Pty Ltd is certified under ISO 9001:2015 and operates dedicated processing and packing facilities in WA. Custom particle sizes, private label, and bulk supply arrangements available on request.

MINERAL	Attapulgite Clay + Diatomaceous Earth
SOURCE	Western Australia
PROCESSING	Narngulu, WA — dedicated facility
CERTIFICATION	ISO 9001:2015
ORGANIC STATUS	Permitted — Aust. Organic Standard
PACK FORMATS	10L · Pallet · 500kg bulka · Bulk

Ready to improve your soil and fertiliser program?

Agri SoilPRO is available for bulk supply, private label blending, and distributor arrangements. Fertiliser manufacturers, agronomic advisors, and broadacre operators — we work with you to integrate Agri SoilPRO into your existing input program efficiently and cost-effectively.

DISTRIBUTOR & BULK ENQUIRIES

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Agri SoilPRO is a trademark of Hudson Marketing Pty Ltd. Made from Australian Attapulgite Clay and Diatomaceous Earth. Not a fertiliser and does not directly add primary nutrients to soil. Performance varies with soil type, climate, application method, and fertiliser program.