



FOR IMMEDIATE RELEASE

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**Rice Hull Media Amendment Offers
Horticultural, Economical and Environmental Advantages**

(Stuttgart, Arkansas) PBH Growing Medium Material is a new, uniquely processed rice hull potting media amendment available now from Riceland Foods, Inc., the world's largest rice miller and marketer.

PBH Growing Medium Material is a renewable, biodegradable resource with the physical size, shape and bulking properties to produce optimum air-filled pore space, water-holding capacity and drainage for greenhouse and container plant production. Ideal for blending with other media components, such as peat, bark and coir, it yields cost-efficient media suitable for a wide range of growing requirements. It is a natural replacement for perlite and other mineral amendments.

To ensure purity, PBH Growing Medium Material undergoes extensive sizing and cleaning as well as an innovative heat treatment process to sterilize the material and render any residual rice kernels, weed seeds or disease pathogens non-viable. Minimal dust improves the mixing environment while highly compressed packaging simplifies shipping and handling and reduces storage space requirements.

Commercial Director Scott P. Johnson, who is based in Austin, TX, cites university research and results obtained in actual greenhouse use as proof of the significance of PBH Growing Medium Material for the container nursery industry.

"Professor Mike Evans of the University of Arkansas found this material provided equivalent or higher levels of drainage and air-filled pore space when compared to perlite," Johnson pointed out. "In addition, PBH produces similar root and shoot growth and does not tie-up nitrogen or negatively impact the chemical properties of the substrate. These findings, plus results we have seen in nurseries, speak highly of the attributes of this product."

Riceland Foods is a farmer-owned cooperative founded in 1921 to market rice. The organization, headquartered in Stuttgart, Arkansas, now employs 1,800 people and markets rice, soybeans and wheat grown by its 9,000 farmer members. For further information about PBH Growing Medium Material, call 870-673-5575 or visit www.riceland.com.

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