

SALES RATIONALE

APPLICATION RATES FOR OUR SICO IRISH "SUPERIOR GOLD SEAWEED SPRAY", DISSOLVABLE POWDER

11/2021

When a client says to us that our prices are high, this in fact amuses us. It is extremely difficult to be able to compare what our price is against other product prices unless we see those prices in detail along with all the details of exactly what is in these products and what percentages exactly the spray dry powder is. The raw material has to be the exact same to be able to do any detailed comparison, so we can explain why price of our product is what it is.

It's like saying why is a Ferrari more expensive than a Ford, Toyota, Mazda, Audi. Yes, they all have wheels and an engine but it's what is inside a Ferrari and the detail that makes it a very expensive car. Also, we would need to do an analytical comparison on each of the products we are up against.

We would need to see exactly what are the following:

- What seaweed raw material species they are using (As there over 10,000 different species of seaweed worldwide)
- How the raw material species is been dried, then turn into a liquid which could be a Cold press extraction process, Aqueous extraction process, or Alkaline extraction process. All of this process will determine the cost of the spray dry powder.
- Then you have the spray dry powder itself, how this has been manufactured and what way it's been processed will determine the cost & efficiency
- All of these are factors above on the cost of the product and what percentages of the bioactive components and Phytohormones that has been extracted from any of the above process will also have different sale prices on what we are up against.

Yes, the initial price being high to purchase our product, but what it comes down to it in the end is what are the application cost for our product to the end user the farmer. Our spray dry product is extremely concentrated and has to be diluted with a lot of water so as not to scorch fruits or vegetables hence the dilution is as low as 1 litre of spray dry to 1000 litres of water over 1 hectare.

Anybody in this industry knows that the Ascophyllum nodosum that comes from Ireland is best in the world due to us been an Island and the ocean currents around our Island similar to Iceland + you will not get this in Norway or Canada or any other place in the Northern hemisphere.

Hence this is the reason why the Chinese are always looking to purchase Ascophyllum nodosum from Ireland. If they do buy it, they will mix it with 2 or three other species and claim their spray dry is made from Ascophyllum nodosum. Hence the quality is very very poor.
We hope this answers your question

We have received samples of spray dry powder from China and have compared against our product and their product is a watered down version of our spray dry powder and does not have the same viscosity thickness at all!!

Hope this convinces you to start marketing this product.