About us

Earthly Directions Agricare (Pty) Ltd. was established in 2013, with the desire to enhance and protect the plant biodiversity and soil fertility of our Planet.

We aim to address the need for environmentally responsible, sustainable and socially equitable agricultural and horticultural practices.

We offer a highly versatile range of organically attested and naturally derived fertilizers and soil conditioners.

We are a wholesale exporter of organic fertilizers, in for both retail and bulk quantities. Our products are designed for organic farmers and growers, commercial and retail nurseries, home gardeners and growers, fertilizer distributors and importers.

We at AgriCare, strongly advocate that the healthier the soil, the healthier the plants, and the healthier your clients, community and family will be.
What do we believe in?

We believe in sustainable products.

We believe that humanity cannot afford to ignore the potential risks associated with chemical fertilizers.

We strive to be part of a reinvigorated fertilizer industry - as a supplier of natural and organic products compatible with a sustainable future.

Our ultimate goal is to support the global shift towards sustainable and regenerative agriculture, by providing our customers with effective and environmentally sound products, at competitive prices, and volumes.

Our core values are aligned with the following Principles:

- **Principle of Health:**
  Agriculture should sustain and enhance the health of soil, plant, animal and human equally.

- **Principle of Ecology:**
  Agriculture should be based on living ecological systems and cycles, work with them, emulate them and sustain them.

- **Principle of Fairness:**
  Agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities for all species.

- **Principle of Care:**
  Agriculture should be managed in a precautionary, sustainable and responsible manner to protect the health and wellbeing of current and future generations, as well that of the environment.
Our Commitment To Our Clients

- Highest quality products
- Environmentally and socially responsible business values
- Professional and personal customer service
Product Benefits

Great for Plants

• Natural source of N-P-K and micronutrients
• Stimulates root growth and development
• Revitalises existing plants and trees
• Reduces mortality rates in seedlings & replanting
• Develops robust plant health and resistance to insects and disease
• Increases resistance to frost and drought
• Improves germination
• Enhances sugar and mineral content in fruit and vegetables
• Will not burn your plants or their leaves

Great for the Soil

• Re-mineralizes depleted soils
• Increases moisture and nutrient storage capacity of soils
• Improves water retention in free draining soils
• Increases Cation Exchange Capacity of soils
• Contributes to the building of humus complexes
• Helps combat soil erosion
• Buffers both high and low pH levels in soils
• Stimulates soil micro-organism activity and growth
• Add to compost teas to enhance micro-organism count
• Great for compost – increases biotic-mineral content of humus

Saves Money and is Environmentally Friendly

• A healthy plant is more resistant to insects and disease which results in savings on pesticides and herbicides
• Decreases dependence on expensive chemical fertilisers = savings on input costs
• Increase soil fertility also means greater saving on input cost
• Improved water retention in the soil means less water is needed
• This product is safe to use all year round
• This product is safe to use with no waiting period. Crops can be harvested shortly after applying the product, just rinse well
• Manually harvested directly from platforms on the Atlantic coast of Namibia without the introduction of any synthetic or chemical additives
Our Natural Seabird Guano Foliar Fertilizers are available in these volumes:

- 1000L
- 25L
- 2L
- 1L
Directions for Use

Our Seabird Guano Foliar Fertilizer can be used to feed any plant type.

The quantity required, is dependent on the type, size and age of the plant, as well as the current condition of your soil.

Therefore a soil and leaf test is recommended prior to application, as this can better assist in determining the optimum amount of nutrients required, leading to a greater increase in effectiveness, and less waste.

Our Seabird Guano Foliar Fertilizer, won’t burn your plants or their leaves.

Mix (1) part Natural Seabird Guano Foliar Fertilizer with (40) parts water, and spray/pour/drench over the leaves/foliage of the plants.

For best results apply every 2 weeks during the growing season, particularly during early development and before flowering.
Typical Nutrient Analysis

Each batch of is tested by an independent laboratory, covering 20 of the most important macro and micro nutrients as well as PH.

Our Natural Seabird Guano Foliar Fertilizers are the best natural source of Phosphorous, Calcium and Micro nutrients available.

NOTE: Our Seabird Guano is naturally sourced and as a result, the mineral composition will vary slightly with each batch produced. Variations are dependent on the season and climate, as well as the diet of the birds and age of the guano deposit.
Approved Input for use in Organic Agriculture by SGS

We are aware that unfortunately many ‘businesses’ and ‘products’ have used environmentally-friendly claims to boost sales, although they are not what they claim to be.

To protect ourselves and our clients, Natural Seabird Guano Foliar Fertilizer is attested by an international certifying agency (SGS), bearing the highest organic standard in compliance with the requirements of the European Organic Regulation (EC) No 834/2007 & 889/2008 (European Union).

Attestation number: 0201/42782
Registered with the South African Department of Agriculture, Forestry and Fisheries

Our Natural Seabird Guano Foliar Fertilizer is registered as a Group II Fertilizer under the FERTILIZER, FARM FEEDS, AGRICULTURAL REMEDIES AND STOCK REMEDIES ACT, 1947 (ACT NO. 37 OF 1947).

Registration Number: B4686
Our Competitive Price Advantage Due to Favourable Exchange Rate

Being based in Cape Town, South Africa, we hold an incredibly competitive price advantage due to the favourable exchange rate.

This graph illustrates the how the South African Rand (ZAR), has depreciated relative to the Euro and US Dollar over the last 5 years.

This downward trend has been consistent for the last 4 years, providing all our international clients with very competitive prices.
Target Markets

Our Seabird Guano Foliar Fertilizer, is designed for use on any crop or plant.

We provide our products in ‘Bulk’ and ‘Retail’ quantities, thus we are able to service a wide range of industries and market segments.

Here are a few examples of the most popular markets and industries our products are sold in.
Contact Information

For any further information or orders, please contact us.

We are able to provide any of our original documents if you require.

Thank you.

- Website: [www.agricaresa.co.za](http://www.agricaresa.co.za)
- Facebook: [https://www.facebook.com/pages/AgriCare/254927068022781](https://www.facebook.com/pages/AgriCare/254927068022781)
- Twitter: [https://twitter.com/agricareZA](https://twitter.com/agricareZA)
- Tel: +27 (21) 200 5887
- Address: Unit D2 and D4, Prime Park, Mocke Road, Diep River, Cape Town, South Africa, 7800
- Email: info@agricareSA.co.za

Disclaimer: Any recommendations provided by Earthly directions Agricare (Pty) Ltd or its Distributors are advice only. As no control can be exercised over storage, handling, mixing application or use, or weather, plant, soil conditions before, during or after application (all of which may affect the performance of our program), no responsibility for, or liability for any failure in performance, losses, damages, or injuries (consequential or otherwise), arising from such storage, mixing, application, or use will be accepted under any circumstances whatsoever. Agricare recommend you contact an Agronomist prior to product application. The buyer assumes all responsibility for the use of any Agricare products.