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Front Lines

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It’s Magic

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I recently received word from Mycorrhizal Applications about a national launch of a new line of plant health products called Magic Gardener. These five products put professional-grade biological tools on the retail shelf and in home gardeners’ toolboxes.

“The new Magic Gardener lineup features five biological solutions that tackle common plant problems and are designed with the well-being of people, pets and the planet in mind,” said Melissa Flora, associate business manager for Mycorrhizal Applications in a press release. “Each product is grounded in proven microbial science and wrapped up in bold packaging that catches the customer’s eye.”

The line includes:
Mycorrhizae for Trees & Shrubs: This combination of endomycorrhizal and ectomycorrhizal fungi is delivered in convenient, pre-measured pods, promoting faster establishment and improved survivability of woody plants in landscapes and garden beds. Pre-measured is the way to go!

Biofungicide: This uses their unique strain of Bacillus amyloliquefaciens strain PTA-4838 to control pathogens like powdery mildew, leaf spot and downy mildew.

Caterpillar Control: Formulated with Bacillus thuringiensis subsp. kurstaki (Btk) strain ABTS-35, this protects plants from lepidoptera caterpillar species, including armyworm, box tree moth and cabbage looper.

Fungus Gnat Killer: Powered by Bacillus thuringiensis subsp. israelensis strain AM65-52, this is a soil-drench granular formulation ideal for the indoor plant market.

Mycorrhizae for Fruit, Flower & Vegetable: This granular product features several species of endomycorrhizal fungi that boost plant health, fruit and blooms.
I recalled there being something from them on the market last year, same name, similar packaging, so I emailed Katie Gustafson over at Mycorrhizal Applications to ask.

“You remember correctly; we had a version of Magic Gardener Biofungicide out on the market last year under the name ‘Magic Gardener Biological Disease Control,’" she replied. “After listening to retailer feedback, we decided to update the name to ‘biofungicide,’ brighten the packaging colors and re-release it with the new products in the line. The formula and ingredients are exactly the same.”

Get these on your shelves by reaching out to your local Mycorrhizal Applications sales representative or contacting your favorite horticultural distributor. **GP**