

A Conversation with Monty Justice

— Ben Matus

This is becoming a bit like beating a dead horse, but... I can't help myself from sharing my conversation with Monty Justice during lunch at our rose show. We've been talking about his products at our meetings for months now, especially the Liquid Carbon Soil Conditioner.

I mentioned to Monty that I had purchased mine at Southern States Co-op. He told me that two years ago they wouldn't talk to him about the soil conditioner. That was when chemical based fertilizers were much cheaper than now. Since that time, Monty has taken on a new employee, a former county agent who came to him asking for employment as a result of his personal experience with the product. He told Monty he had treated an acre and a half of soybeans as an experiment. Using the product he increased his yield on that plot by 85%. He decided he wanted to be a part of what Monty is doing. He had the contacts that brought So. States on line as a retailer for the soil conditioner.

Monty told me that they have learned that the best way to use the product is to apply it per label mixing directions once a month for three consecutive months. You will then have friable soil up to twelve inches deep. You'll be able to stick a shovel in it and water and air will be able to get to the plant's roots. He says that at that point you are done. It's not necessary to continue making periodic applications.

Now, the kicker. I was in the Scottsville So. States store yesterday and noticed the big Monty's display. I casually asked the clerk, "How's your Monty's Soil Conditioner selling?" He said, "like hotcakes!! These farmers can't buy it fast enough. They are putting it everywhere, crop fields, pastures, you name it. And they are all coming back with big success stories. Everyone of them is happy with the product. Not a single complaint."

I had just sprayed my lawn a few days before with intentions of spraying again this fall. Instead, I have now sprayed all of my flower beds as well as the vegetable garden. If it's not paved or built upon, it's had a coat of Monty's. I plan to do it again in July and August so I should be ready for the fall over-seeding of the lawn in early September. Of course, the proof will be in the pudding come fall. But, after my conversations with Monty and the fellow at the co-op, I'm a believer and I'm passing the word to others with nasty clay soil like mine.

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