

MESSICK COMPANY LLC
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Easter Dates 2006 - 2016	
2006	April 16
2007	April 8
2008	March 23
2009	April 12
2010	April 4
2011	April 24
2012	April 8
2013	March 31
2014	April 20
2015	April 5
2016	March 27

THE FOLLY OF PRICE CUTTING		
WHEN YOU CUT PRICES	AT 25% GROSS PROFIT	
5%	You Must Handle You Must Do	25% more merchandise 18% more dollar volume
8%	You Must Handle You Must Do	47% more merchandise 35% more dollar volume
10%	You Must Handle You Must Do	66% more merchandise 50% more dollar volume
12%	You Must Handle You Must Do	92% more merchandise 69% more dollar volume
15%	You Must Handle You Must Do	150% more merchandise 112% more dollar volume
20%	You Must Handle You Must Do	400% more merchandise 18% more dollar volume

Plant Spacing Guide (Greenhouse)			
Spacing	Plant/ sq.ft	Plants/A of Production Area	Plants/A of Ground Covered*
8" X 9"	2.0	87,000	58,000
8" X 8"	2.3	98,000	65,000
8" X 7"	2.6	114,000	76,000
8" X 6"	3.0	130,000	87,000
6" X 7"	3.4	147,000	98,000
6" X 6"	4.0	174,000	116,000
6" X 5"	4.8	208,000	139,000
5" X 5"	5.8	252,000	168,000
5" X 4"	7.2	313,000	209,000
5" X 3"	9.6	418,000	279,000
4" X 3"	12.0	522,000	348,000

*Assuming 1/3 of production area devoted to aisles, etc.

Parts Per Million

To determine Parts per million of an element in fertilizer, simply multiply the percent of that element by 75. The answer will be the ppm of the element per oz. of the fertilizer in 100 gallons of water.

For instance, how much 20-20-20 fertilizer should you use to get a 200 ppm nitrogen solution?

EXAMPLE: .20 x 75 = 15 ppm (% of nitrogen element in fertilizer multiplied by 75) 200 ÷ 15 = 13.3 oz. (desired ppm solution by ppm per oz.) 13.3 oz. of fertilizer are required to produce a 200 ppm nitrogen solution in 100 gal of water.

Metric Parts Per Million and Percent		
PPM	Percent	Gram(s) in Liter(s)
1	0.0001	1 g in 1000 liters
10	0.001	1 g in 100 liters
100	0.01	1 g in 10 liters
1000	0.1	1 g in 1 liter

Temperature Formula ~ C = 5/9(F-32)												
°F	32	35	41	44.5	48	55	63	65	68	73	86	93
°C	0	2	5	7	9	13	17	18	20	23	30	34

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