

GUY SELA

FERTILIZATION AND IRRIGATION

THEORY AND BEST PRACTICES



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About the Author

Guy Sela was born in 1973, in Rehovot, one of the first agricultural towns in Israel. Mr. Sela graduated, with a BSc. degree from the Hebrew University as an agronomical engineer with specialization and expertise in irrigation, fertilization, and water treatment.

His work in large scale, nationally and internationally, enabled him to lead comprehensive research programs on crop nutrition and irrigation using cutting edge agricultural technologies.

Guy spent many years researching and experimenting ways to improve agricultural production and bring progress also to developing countries.

He observed many growers who mainly rely on trial and error and estimation and past experience. He realized that the broad misuse of fertilizers, water and pesticides is a global phenomenon which results in decreased yields, waste, and damage to crops and the environment.

This led him to establish and lead his innovative venture Smart Fertilizer between the years 2008-2017. In 2018 Guy established Cropaia, an ag and water consulting firm, dedicated to knowledge dissemination and in 2019 he founded yieldsApp, a startup company dedicated to innovation in agriculture.

Guy Sela is an internationally renowned speaker in conferences, symposiums, and online webinars, which are brought to thousands of growers. This has allowed him to share his knowledge, expertise world-wide.



Table of Contents

Chapter 1	5
The Essential Nutrients	5
Plant Nutrients - Introduction.....	6
Nitrogen	9
Potassium.....	14
Phosphorus.....	19
Calcium.....	23
Magnesium	26
Sulfur	29
Iron	32
Manganese.....	36
Zinc.....	39
Copper.....	42
Boron	44
Chloride	48
Silicon	52
Plant Tissue Analysis.....	55
Identifying Nutrient Disorders.....	58
Chapter 2	62
The Irrigation Water	62
Irrigation Water Quality	63
The Electrical Conductivity.....	69
The pH.....	72
Water Alkalinity	74
Hardness	76
Irrigation Water Analysis	78
The Principle of Electrical Neutrality.....	81
Chapter 3	84
Soils	84
Soil Fertility	85
The Cation Exchange Capacity.....	88
Soil pH and Acidity.....	92
Soil Salinity	96
Managing Soil Salinity.....	99
Soil Sodicity	104
Soil Organic Matter	109

<u>The Soil Analysis</u>	<u>113</u>
<u>Units on the Soil Test Report</u>	<u>121</u>
<u>How to Interpret Soil Test Results</u>	<u>125</u>
<u>Soil Test Interpretation Guide.....</u>	<u>128</u>
<u>Raising Soil pH</u>	<u>131</u>
<u>Quality Parameters of Liming Materials.....</u>	<u>134</u>
<u>Soil Water Content.....</u>	<u>137</u>
Chapter 4	140
Fertilizer Management	140
<u>Fertilizer Recommendations Philosophies.....</u>	<u>141</u>
<u>Yield Response to Fertilizers.....</u>	<u>144</u>
<u>Calculating Fertilizer Application Rates</u>	<u>147</u>
<u>Timing of Fertilizer Application</u>	<u>151</u>
<u>Pre-plant fertilizer application</u>	<u>153</u>
<u>The Ammonium:Nitrate Ratio</u>	<u>155</u>
<u>Types of Fertilizers.....</u>	<u>158</u>
<u>Urea.....</u>	<u>161</u>
<u>Compost: Benefits and Quality Parameters.....</u>	<u>164</u>
<u>Slow-release and controlled-release fertilizers</u>	<u>167</u>
<u>Chelated Micronutrients</u>	<u>169</u>
<u>Foliar Fertilization.....</u>	<u>172</u>
Chapter 5	176
Fertigation and Soilless Culture	176
<u>Fertigation.....</u>	<u>177</u>
<u>Hydroponics.....</u>	<u>183</u>
<u>Criteria for a Balanced Nutrient Solution</u>	<u>186</u>
<u>Calculating Nutrient Solution Formulas</u>	<u>189</u>
<u>Closed Hydroponic Systems</u>	<u>193</u>
<u>Fertilizer Solubility and Compatibility.....</u>	<u>196</u>
<u>Fertilizer Stock Solutions.....</u>	<u>201</u>
<u>Fertilizer Injectors.....</u>	<u>206</u>
<u>Calibration of Fertilizer Injectors.....</u>	<u>209</u>
<u>Controlling the Irrigation Water pH</u>	<u>213</u>
<u>Growing Media and Their Properties.....</u>	<u>217</u>
<u>In-house Nutrient Monitoring in Container Plants</u>	<u>222</u>
Chapter 6	226
Irrigation	226

<u>Water Requirements of Crops.....</u>	<u>227</u>
<u>Irrigation Scheduling Using Soil Water Budget Approach.....</u>	<u>230</u>
<u>Irrigation Scheduling Using Soil Moisture Sensing</u>	<u>233</u>
<u>Principles of Irrigation System Design.....</u>	<u>238</u>
<u>Drip irrigation Systems.....</u>	<u>243</u>
<u>Causes and Prevention of Emitter Clogging.....</u>	<u>249</u>
<u>Irrigation Scheduling in Container Plants.....</u>	<u>253</u>
<u>Variable Rate Irrigation</u>	<u>256</u>
<u>Irrigation with Desalinated Water</u>	<u>259</u>
Appendix I: Conversion Tables.....	262
Appendix II: Nutrient Uptake by Crop.....	264