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I have been specialized in the area of plasticulture (adaptation of plastic products to enhance vine and tree crop development) for nearly 25 years. My area of expertise is technology transfer: identifying exciting products used elsewhere in the world and introducing them to the US market.

Tal-Ya Trays are the most exciting and revolutionary product I have come across in that time.

In general, plants – both cultivated and wild – achieve only a small fraction of their potential growth rate. My entire focus is overcoming the factors limit plant growth. The two biggest limiting factors to plant growth are water and weeds.

Whether it's periodic droughts (which seem to occur with increasing frequency) afflicting forest regeneration plantings, or severe limitations on the supply of irrigation water placed on farmers due to reduced reservoir and irrigation canal levels, conserving water has never been more important than it is today. Tal-Ya Trays *multiply* the amount of water available to a plant by capturing and funneling rain water to the plant, and by preventing the evaporation of soil moisture.

Every square meter of soil is capable of producing a finite volume of green biomass. Every gram of weed biomass produced comes at the expense of the development of the cultivated plant. Aggressive and complete weed control around cultivated plants is critical to reaching full growth potential. Tal-Ya Trays completely stop weed growth around vine and trees, making limited soil moisture and nutrients fully available to the planted tree or vine. This is a tremendous advantage to the fast-growing number of organic farmers, who are limited in their options for weed control. However, it is also greatly beneficial to conventional farmers who are finding an increasing number of "escape" weeds that are immune to common herbicides, and who worry about the soil erosion that occurs with "bare ground" weed control.

Weeds also block sunlight from reaching planted seedlings. Tal-Ya Trays also multiply sunlight by stopping weed growth and reflecting light back up to the tree or vine.

Tal-Ya Trays have nearly unlimited potential in the US market, in a wide range of market sectors: Forestry, commercial agriculture, landscaping and gardening. The ability of Tal-Ya Trays to not just overcome growth limiting factors such as light, nutrients and water, but to *counter act* and *actually multiply them* make them utterly unique in the marketplace.

Everyone I have introduced the product to in the US immediately and intuitively sees the advantages it offers. Early sales have been strong, and several large agricultural growers – with crops ranging from pomegranates to pecans – are in the process of establishing field trials with an eye toward larger scale adoption.

The only factor limiting the growth of Tal-Ya Trays in the market place is the fact that only one size is being produced at this time. Ultimately I envision an entire product range, with several Tal-Ya Tray configurations each specifically tailored to the needs of a certain market sector.

For someone like me who has built a career on developing and adapting plastic products to optimize plant growth, Tal-Ya Trays are a once-in-a-lifetime discovery. Wilson Companies – both Wilson Orchard & Vineyard Supply and Wilson Forestry Supply – is proud of our association with Tal-Ya Water Technologies.