



Retire? Not before Monty Tackles his Newest Challenge

Mr. Montrose 'Monty' Justice is well known throughout his home state of Kentucky as one whose contagious enthusiasm has motivated many to try, to succeed, and to love gardening. Why? Because Monty likes to be a winner.

If you don't find this 72-years-young ranked Kentucky senior tennis player on the court, you will probably find him in the garden. That's because he's been hooked on gardening ever since he won his first blue ribbon for gardening over 35 years ago at the Kentucky State Fair.

Gardening is a labor of love for Monty. After opting for early retirement from his manufacturing job in 1986, Monty joined with his son-in-law Dennis Stephens to form Monty's Rose Care Service. Today, that business serves more than 160 gardens throughout Kentucky, including planting and consulting for Gainsborough Horse Farm's 800-plant rose garden and Overbrook Farm where D. Wayne Lukas trains his horses.

It was Monty's winning desire to provide his customers with healthier and more colorful rose blooms that first led him to experiment with finding a better fertilizer. After a few years of experimenting and field testing many product components, his "Joy Juice" was born. Those early garage experiments took multiple growing seasons to perfect this pH balanced fertilizer that produces healthier plants, both foliage and root systems.

Since 1991, Monty has been producing his award winning, secret "Joy Juice" fertilizer in small batches. He produced it as needed for his own use, for his rose care customers, and for the lucky gardeners who have met Monty throughout the years at gardening shows and seminars. These loyal fans still order this special "Juice" as they too have grown 'award winners.'

Monty's new challenge is taking his award winning "Monty's Joy Juice" liquid plant food to market. Through the formation of Monty's Plant Food Company, he plans to expand the availability of his liquid plant food, 'Monty's Joy Juice,' to new gardeners around the country. Monty's Joy Juice is now being made available to a variety of retail outlets in the Midwest and Mid-South this year and expanding nationally next year.



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