

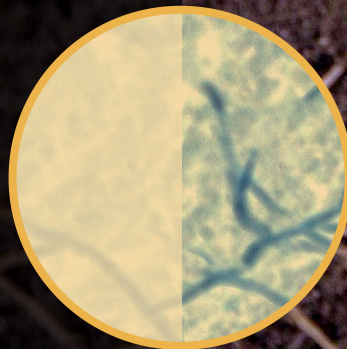
BIOLOGICAL SOIL TESTING:

Retailers' Key to Crop Success

With the ever-increasing need to produce more yield per acre, it makes sense to understand the tools nature has already provided.

Plants have complex — and essential — interactions with soil microorganisms that help to provide nutrients, resist abiotic stressors, and reduce disease.

Biological soil testing is a window into the health of your soil, providing data to help you make decisions that improve and protect crop health and yield.



8 KEY RETAILER BENEFITS

of Biological Soil Testing and Data Insights

Biological soil testing provides comprehensive insights into the health and composition of the soil beyond the chemistry. This data-driven approach enables retailers and co-ops to make informed decisions about the most suitable products and practices for their members.



1 INCREASE ON-FARM ROI AND CUSTOMER LOYALTY:

Retailers can help farmers choose the most efficient products instead of trying many other products until they find the most appropriate one. Farmers can then achieve their crop goals, reduce waste, and improve their ROI. They will be seen as trusted solution providers, supporting a loyal customer base.



2 DEMONSTRATE YIELD IMPROVEMENT:

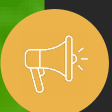
AI-driven soil insights can identify the root causes of underperformance and inform product recommendations to demonstrably increase crop yields.

Case Study

10% revenue gain while reducing nitrogen usage by 20%.



Overall, the net gain was \$108.18/acre for an ROI of 4X.



3 SUPPORT MARKETING AND SALES:

Sales teams can confidently answer questions about product performance and provide data-driven guidance, while marketing can confidently promote products backed by hard science.



4 MONITOR MANAGEMENT PRACTICES:

With a shared understanding of soil conditions, retailers and co-ops can collaborate more effectively and develop a unified strategy for product application and monitoring, leading to better results across the board.



5 GAIN BETTER POSITIONING OF PRODUCTS:

Knowing exactly what the biological products are capable of, backed by third-party verification of performance, will give retailers a competitive edge in market positioning.



6 INCREASING ASSESSIBILITY TO DATA:

Retailers and co-ops serve as a central hub of resources and information for farmers. By offering biological soil testing at your location, farmers will gain greater access to soil microbiome insights.



7 IMPROVE DISEASE PREVENTION:

By tailoring products to address disease and its root cause, retailers and co-ops can improve the efficacy of disease control products. This, in turn, will enhance farmers' yields, leading to increased sales and revenue.



8 ATTRACT FUNDING:

Retailers and co-ops that prioritize innovative approaches, like biological soil testing, are more likely to attract grants, subsidies, or financial support from governmental or agricultural organizations that promote sustainable practices.

As the price of inputs such as fertilizer and crop protection continues to rise, it is even more important to reap a return on investment. Using precision agriculture data and tools combined with sustainable — and measurable — biological inputs can precisely target the soil's needs in specific areas of the field, increasing yields and profits. What's more, there are additional benefits such as carbon sequestration and improvements to soil structure, including drainage and moisture retention.



Successful biological products have gone through rigorous testing, both in the lab and in the field, and many early problems with formulation and shelf life have been solved. The ability to easily test for specific levels of beneficial microbes ensures that these products are functioning and adding benefit to the crop as they should.

Biome Makers' proprietary and patented BeCrop® Technology identifies and measures microbes in the soil by sequencing their DNA to determine the composition, diversity, ecology, and functions of soil microbial communities. Retailers can provide farmers with a holistic look at their soil health — biological, physical properties and chemical content — with BeCrop® Test Service. Knowing what the needs are helps you put your customers' money where it will have the most impact.

Biome Makers is a global AgTech company on a mission to empower farmers and recover soil health worldwide.

Connect with one of our
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