EXCERPTS from Key Messages Platform

NOTE

Keep in mind that all the information and statements below can be tailored to either:

1) use as general informative statements about composted soil amendments (benefits), and/or
2) position BioCarbon Soils as the guide helping landowners make a better living from their farms by using composted soil amendments (CSA) to improve soil health.

Tagline Ideas

BioCarbon Soils
Improving soil health and productivity

BioCarbon Soils
Improving soil health for better production.

BioCarbon Soils
Building soil health for agriculture.

Target Market

The target market is farmers and landowners that understand composted soil amendments (CSA) is beneficial for soil health. They might have tried CSA on their land and seen promising results. They might have heard about CSA from friends, family or other farmers. They know of CSA benefits or perhaps read about it in “The Land”.

Likely to use or at least try CSA:

- Farmers and landowners who agree that improving soil health is a strategy to increase land productivity.
- Farmers and landowners who strongly agree investing in soil improvements brings an ROI through increasing land productivity and/or reducing costs.

If the potential ROI from using CSA is understood, farmers are likely to try or use it.

The Axiom study breaks down the Hunter Valley farming survey by agriculture type. Farmbase database that breaks down the Hunter Valley as follows:

Hunter, NSW	
Grain Growing	51
Other Crop Growing	1
Fruit & Nut Growing	250
Vegetable Growing	18
Beef Cattle Farming	1544
Sheep Farming	309
Dairy Cattle Farming	197
Other Livestock Farming	200

The problem with the term compost is that it is so poorly understood by the target market. It's important to continually (and simply) define "compost" and "composted" through emphasising the change pasteurisation incurs in the finished product and the difference with raw manure.

Style of Writing

Style needs to align with existing information outlets that are trusted and used by the farming community (e.g. The Land). Farmers are generally very knowledgable about soils and soil health issues, problems and solutions. However they may mistakenly define composted soil amendments in the same basket with raw manures and mulches.

Writing should not talk down, but maintain technical accuracy. OK to (and should) use known soil science and agricultural production jargon. However, it's important to maintain a consistent readability score. On the Flesch Kincaid Grade Level score that would be equal to under 10, ranging from 7-10 depending on the topic. Standard copywriting for consumer products is typically lower, but The Land seems to range up to 10 in some cases. The lower the better for ease of understanding and clarity. E.G. The writing in this KMP is currently scored at 9.2 on the Flesch Kincaid system. Ideally it should be lower.

Writing should be calm and reasoned, but also aligned with farmer and rural community values. Values like:
- Staying on the farm and improving it for the next generation;
- Risk taking;
- Leisure time with family; and
- Responsibility.

Value Statements

We understand that not every soil amendment is right for every farm. That's why BioCarbon Soils works with farmers to review their soil issues and production system. This helps farmer's choose the right grade of CSA for their agricultural objectives.

We source and deliver the most effective grade or blend of composted soil amendment - based on your soil, your land, and your production requirements.

BioCarbon Soils not only sources adequately processed composted soil amendment for your farm. We deliver it when you need it. And spread it where you need it most.

Process

Detailed:

Short and punchy version:

1 Check your soil and production requirements

2 Source and apply certified composted soil amendment

3 Watch your soil health improve

Proof

Research and case studies in Australia and internationally have demonstrated using composted soil amendment improves soil health and increases agricultural production.

The BioCarbon Soils website can use existing case studies and proof in an organised and meaningful way.

Here are some ideas for how to do this:

Main Heading: *(by) Agriculture Type*
Subcategory: Broadacre; Viticulture; Horticulture; Vegetables

Each subcategory gets a single web page that includes:
- 400 - 600 word summary of specific issues and problems the Ag Type encounters. Then a discussion of the benefits composted soil amendment can provide.
- Sidebar or list of links to relevant existing case studies, fact sheets and resources
- For each link include the main objective, timeframe, main results etc…bullets or a 1-2 sentence intro or explanation.

Unique Selling Propositions

Applying composted soil amendment to land improves soil health - by building organic matter and adding a wide range of soil microbes.

BioCarbon Soils can source, blend, deliver and spread clean, high quality composted soil amendment.

BioCarbon Soils provides recycled organic composted soil amendment to improve soil health on agricultural land. CSA is a proven long-term strategy to build better soils. And healthy soil is the basis for better quality and higher yields.

Composted soil amendments are more than just fertiliser. They can provide multiple soil building and production benefits. When used to address a single soil problem - composted soil amendments virtually always succeed in providing more and unexpected benefits.

Recycled organic composted soil amendment can:
- Improve soil structure and reduce soil compaction
- Increase soil organic matter
- Boost natural soil microbe activity in the soil
- Increase bioavailability of nutrients and trace elements to plants
- Increase the soils cation exchange capacity
- Suppress plant diseases
- Improve moisture/water retention
- Increase plant available water
- Decrease evaporative losses from the soil
- Buffer soil temperatures

- Lower soil salinity
- Reduce soil erosion

BioCarbon Soils checks the grade, maturity and application rate to suit the desired outcomes of the farmer (e.g. increased soil retention, additional nutrient availability).

Emotional Selling Propositions

The farmer's agricultural production needs come first.

BioCarbon Soils helps farmers improve and build their soil health - for today and tomorrow.

Composted soil amendment products provide long-term benefits to soil - with returns on investments that make sense.

Using quality organic composted soil amendment can create a surge of soil improvements that cycle multiple benefits through an agricultural production system.

Using composted soil amendment provides a comprehensive solution to soil health problems. And eases the burden of over-reliance on narrow "one shot" products or inputs.

Don't let depleted soils become a money sink for fertiliser.

Objections to Using CSA for Agriculture

Applying unpasteurised raw manures to land can introduce pests, pathogen, and weed seeds.

That's why BioCarbon Soils supplies only quality tested and verified composted soil amendment products. Quality controlled composted soil amendments meet published and proven quality standards. We make sure the composted soil amendment has been processed and tested the right way…before it's applied to your land.

The standards for composted soil amendment include rigorous testing requirements by accredited laboratories. BioCarbon Soils checks the sampling results to understand the levels of nutrients, organic matter and microbial activity in the composted soil amendment.

Even composted (pasteurised) soil amendments that meet the requirements of AS 4454 may not be exactly what your farm needs. Based on your soil and production system, we can help you develop a blend of composted soil amendment that includes other inputs. Your farm requirements are a priority for us.

BioCarbon Soils will work with composted soil amendment producers to deliver your soil amendments when you need it.

Manures can contain pathogens, weed seeds and excessive salts that degrade soils. Therefore, manures generally have a neutral or negative effect on long term soil health.

While manures can be a short-term "hit" of nutrient supply, they work better on already healthy soils. Robust and strong soils are biologically active and rich in organic matter.