

TRAINING MANUAL



BECROP ADVISOR™ GUIDE





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INTRODUCTION

The BeCrop Advisor™ Training Manual is a comprehensive guide for individuals who have joined the Biome Makers' community of BCAs. The manual is designed to help you become a leading expert in soil health management and further understand BeCrop technology and services.

The manual includes educational materials on assisting clients in improving soil health management and provides marketing materials to assist you in offering BeCrop Test as a part of your agronomic services. BCAs will be equipped to help farmers and other agriculture professionals achieve optimal soil health and crop yields and increase their sales as a certified BeCrop Advisor™.

Benefits of being a BCA:



Optimizing input costs



Science-based recommendations



Early disease risk detection



Soil sample tracking



Free soil health education



Exclusive discounts & pricing



Client management tools



Soil health project design tools



Connecting to local farmers



Sustainable land verification



AFTER CERTIFICATION

After you have completed the BCA Learning Platform, you are connected with a Biome Makers team member to sign a BCA Agreement. This agreement details the arrangement between you and Biome Makers as a strategic alliance in empowering farmers to focus on biological soil health.

Upon signing the agreement, you are eligible to receive an exclusive discount of 60% OFF of BeCrop Tests (Value of \$5,000) for just \$2,000.

Please note: this offer is only available to first-time customers and expires after three months of completing your BCA Certification.

After signing the BCA agreement, you can complete the BCA Directory, where you are featured on the Biome Makers partners page. Farmers inquiring about a BeCrop Test are directed to BCAs in their region.

Once you have signed the agreement and completed the BCA Directory page, you can get started offering BeCrop Test as a part of your agronomic and agricultural services.

For BCAs, you can unlock even better discounts of up to 15% off! **See the BCA Benefits chart, where you can view the 3-Tier Discount system depending on your BCA Status.**

BCA Benefits

Advance Your Expertise in Biological Soil Health Management



	Bronze 5% OFF	Silver 60% OFF (One time)	Gold 10% OFF	Platinum 15% OFF
	1-10 BeCrop Test	25 samples for \$2K	< 26 BeCrop Tests	< 40 BeCrop Tests
Min Price Required	\$189	\$0	\$4,654	\$6,929
Max Price Required	\$945	\$2,000	\$6,981	100+ (Qualify for BeCrop Reseller)
	Bronze	Silver	Gold	Platinum
BeCrop Portal – manage all clients in one platform	X	X	X	X
BeCrop Project Planner – Create proposals & add consultancy fees	—	X	X	X
Private Community	X	X	X	X
1:1 meeting with BMK Agronomist. It can be a private session or include a client for results delivers.	X	1 Hour Per Month	2 Hour Per Month	3 Hours Per Month
Private Podcast	X	X	X	X
Hosted on BMK Partner Page. Connected to new farmers.	—	Silver BCA Status	Gold BCA Status	Platinum Status + Contact information
Lead Generation	—	X	X	X
Merchandise, Marketing Materials & Support	—	X	X	X
Webinar Guest Speaker that includes email promotion to 8000+ subscribers, social media promotions to 20K+ followers, and attendee list. Webinar hosted online for one year.	—	—	—	Once per quarter
Quarterly Social Media Promotion as Advertised to 20K+ followers	—	—	—	X
Featured in a Guest Blog Article on BMK Website	—	—	—	X
Compt Events Attendance or host an event with BMK assistance & presence.	—	—	—	X



BECROP SERVICES

BeCrop Test: Our soil microbiome analysis tools deliver the most comprehensive reports on biological soil functions for all crops.

[Discover BeCrop® Test](#)

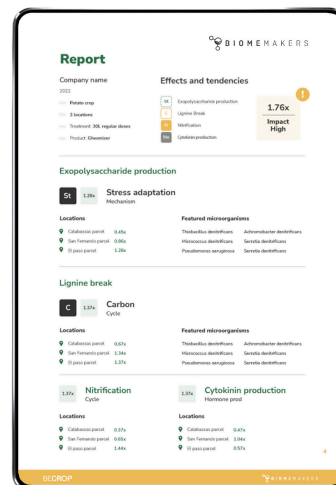
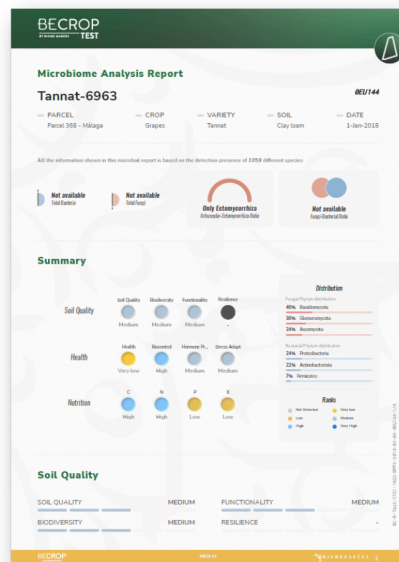
BeCrop Trials: Based on the BeCrop® technology, BeCrop Trials takes functional soil analysis to the next level, with a series of tests comparing control and treatment blocks over multiple time points.

[Discover BeCrop® Trials](#)

BeCrop Rate: BeCrop® Rate uses the power of soil biology and artificial intelligence to provide a metric system that enables its users to demonstrate and verify sustainability.

[Discover BeCrop® Rate](#)

BECROP REPORT SAMPLES



The following BeCrop Demo Reports are examples of what clients receive whenever they purchase a BeCrop Test.

BeCrop Sample Report - Tomato

You can watch one of Biome Makers Agronomists walk through the How to Interpret a BeCrop Test Report here:

Watch BeCrop Report Training Video

BECROP REPORT GUIDE

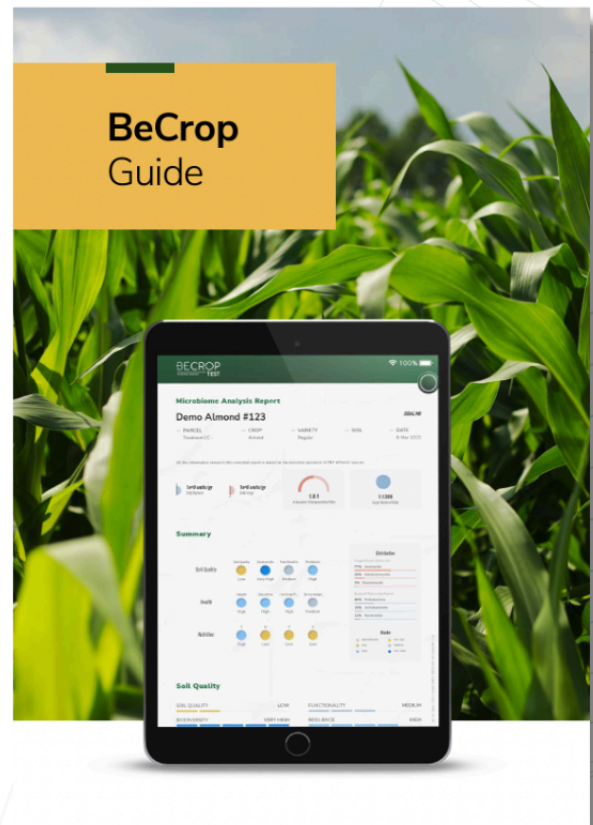
Need a helping hand for understanding the report? We made the BeCrop Guide for you

[Download
BeCrop Guide](#)

We've created two Demo Training videos to guide you through the BeCrop Portal after you've received your soil analysis results.

You may wonder how you interpret them and turn them into on-farm actions for you or your clients.

[Watch "Introduction to the
BeCrop Portal"
Training Video](#)



[Watch "How do I use the
BeCrop Portal?"
Training Video](#)

CASE STUDIES

Explore testimonials from farmers, retailers, and manufacturers in various crops and regions worldwide. You can fill out the short form, and a Case Study PDF will be emailed to you.

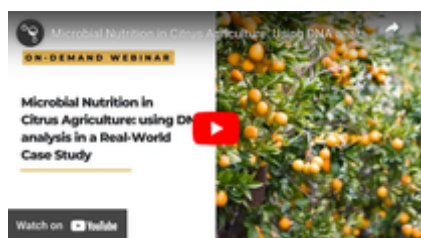
[Customer Success Stories](#)



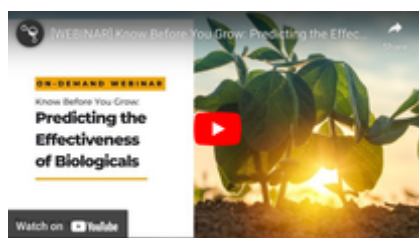
5th generation farmer, Matt Rasmussen operates Rasmussen Farm growing soybeans, white and yellow corn in eastern Nebraska. He searched for ways to improve his fields before the growing season and discovered the **BeCrop® Test**. After doing BeCrop® Test, and taking Biome Makers' recommendations, Matt's white corn yielded a pound and a half greater test weight than in previous years, his whole farm soybean yield average increased by 25 bushels highlighted by one particular soybean yield check exploding to a record 108 bushels per acre!

WEBINARS

Top Webinars to Watch:



Microbial Nutrition in Citrus Agriculture: Using DNA analysis in a Real-World Case Study



Know Before You Grow: Predicting the Effectiveness of Biologicals



Soil Microbiome Analyses as a tool to improve nutrient management

BeCrop Advisor - Webinar Series



BeCrop® Advisor Series 1/3: Crop Disease Risk Management with BeCrop



BeCrop® Advisor Series 2/3: Biological Strategies for Improving Farmland Yields



BeCrop® Advisor Series 3/3: The Power of Soil Biology Data to Guiding Farm Practices

EBOOKS & BLOGS

eBooks to Explore:

Our eBooks and Webinars provide a deep-dive into soil health, agriculture, soil science, technology, and more.

[Free Resources](#)



Blogs to Read:

Check out our blog to learn more about soil health, agriculture, soil science, technology, and more:

[Predictive Soil Testing for Nutrients and Deficiencies](#)

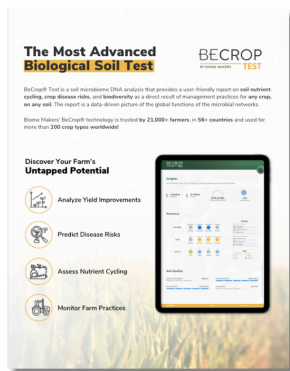
[Sustainable Soil Analysis Services: Removing The Guesswork](#)

[Check Out Our Blog](#)



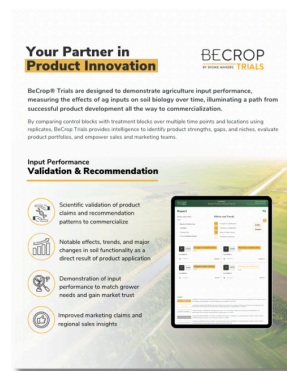
MARKETING MATERIALS FOR BECROP SERVICES

BeCrop Test Flyer



[Download](#)

BeCrop Trials Flyer



[Download](#)

BCA Flyer



[Download](#)

BeCrop Test Logo



[Download](#)

Biome Makers Logo



[Download](#)

BeCrop Advisor Logo



[Download](#)



BECROP PRODUCT & SERVICES DESCRIPTIONS

BECROP BY BIOME MAKERS **TEST**

BeCrop Test: Provides functional predictive insights crucial for maximizing yield, combating disease, and enhancing sustainability.

- Analyze Yield Improvements
- Access Nutrient Cycling
- Predict Disease Risks
- Monitor Farm Practices

BECROP BY BIOME MAKERS **TRIALS**

BeCrop Trials: Generates baseline field data through trials for the biological input development and product placement.

- Summary of the most notable effects, trends, and major changes observed
- Evolution of nutrient pathways
- Changes in hormone production
- Stress adaptation, disease risk and biocontrol activity changes

BECROP BY BIOME MAKERS **RATE**

BeCrop Rate: Leverages a global soil health index to deliver a soil sustainability rating and verify regenerative agricultural practices.

- Assesses the impact of human intervention and land management practices
- Verifies your sustainability on the farm based on soil health functions
- Creates transparency throughout the food value chain
- Empowers farmers to communicate and improve the adoption of sustainability best practices



SOCIAL MEDIA CONTENT & COPY

Sample content to use on social media posts or email marketing:



Did you know that healthy soil is essential for healthy crops? The BeCrop® Test comprehensively analyzes your soil's nutrient cycling, health, and biodiversity. By understanding the microbial networks in your soil, you can make informed decisions to improve crop yields and sustainability. Order now at our website! #soilhealth #agriculture #microbialnetworks



Want to take your farming to the next level? Invest in a BeCrop® Test for your fields. Our comprehensive report provides a detailed look at soil nutrient cycling, health, and biodiversity, giving you the information you need to optimize crop yields and sustainability. Order now at our website! #soilhealth #agriculture #microbialnetworks #soiltesting



Healthy soil is the foundation of healthy crops. The BeCrop® Test provides a detailed analysis of your soil's microbial networks, helping you understand your field's nutrient cycling, health, and biodiversity. Order now at our website to take your farming to the next level! #soilhealth #soilhealth #agriculture #microbialnetworks #soiltesting



Want to unlock the full potential of your fields? The BeCrop® Test provides a detailed analysis of soil nutrient cycling, health, and biodiversity, giving you the information you need to improve crop yields and sustainability. Order now at our website and start seeing the benefits of healthy soil! #soilhealth #agriculture #microbialnetworks #soiltesting



CONTACT

Please let us know if you have any questions!

BCA Community Manager: jamie.nix@biomemakers.com

BCA Marketing & Operations: lucia.martinez@biomemakers.com

Bi-weekly Office hours are Thursdays 9:15-10AM (CT).
You can RSVP here >>

[Connect with us on LinkedIn and Join our BCA LinkedIn Group!](#)