



TRAINING MANUAL

BECROP ADVISOR™ GUIDE

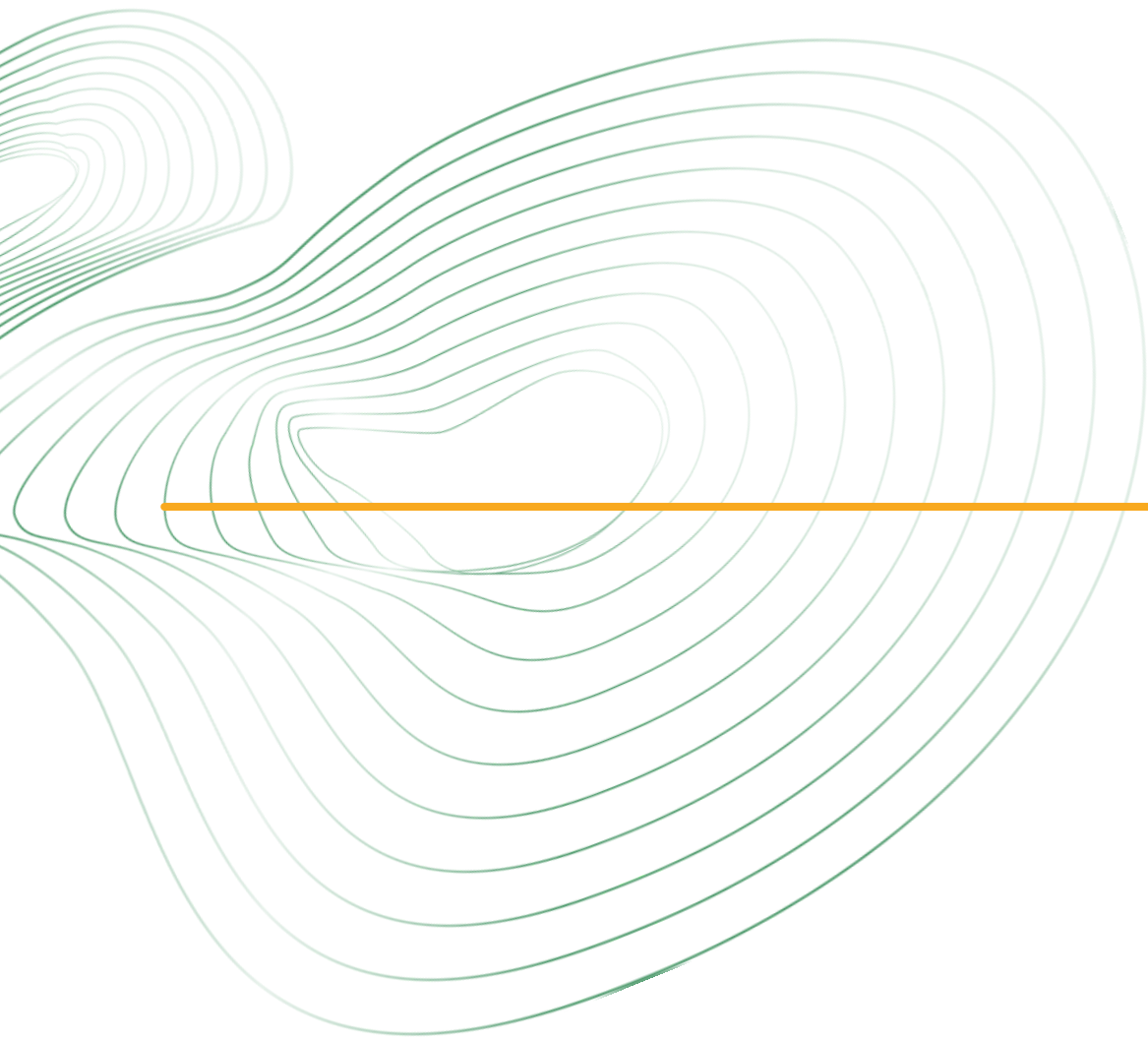




TABLE OF CONTENTS

Introduction

After BeCrop Advisor™ Certification

BeCrop Advisor™ Benefits

BeCrop Services Overview

- BeCrop Test
- BeCrop Trials
- BeCrop Rate

BeCrop Sample Reports

BeCrop Guide

Case Studies

Success Case - Matt Rasmussen

Webinars

eBooks

Blogs

Marketing Materials for BCAs

Social Media Marketing for BCAs



TRAINING MANUAL

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](#)

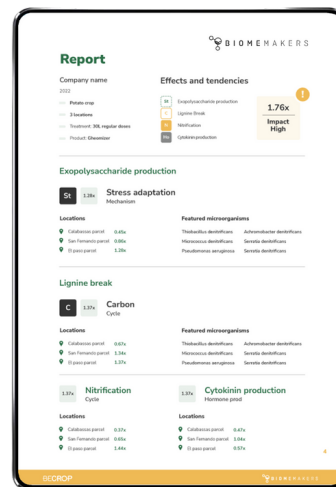
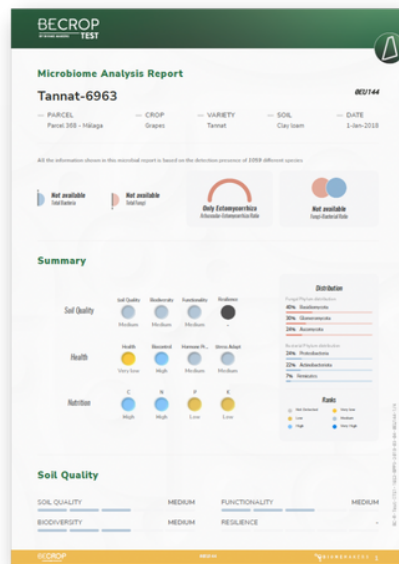
BeCrop Trials: Based on the BeCrop® technology, BeCrop Trials takes functional soil analysis to the next level, with a series of tests comparing control and treatment blocks over multiple time points.

[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

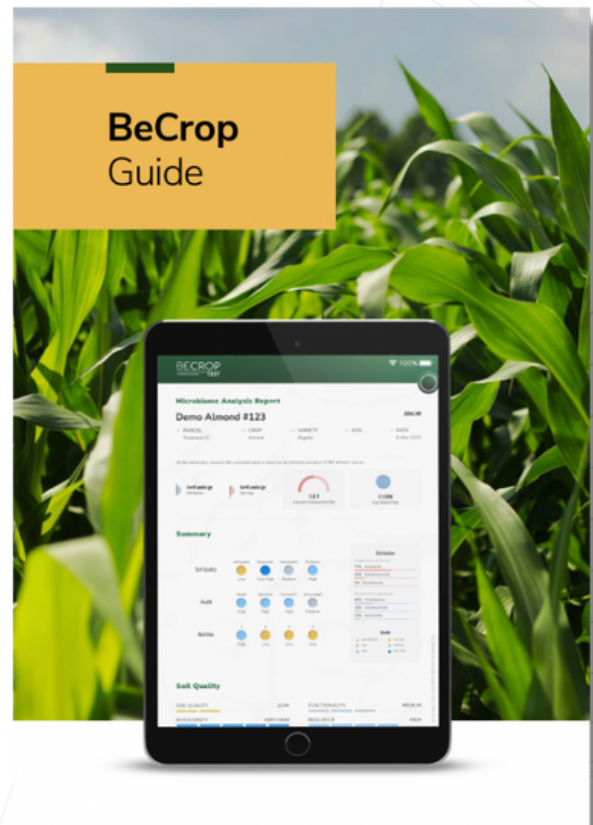
Need a helping hand for understanding the report? We made the BeCrop Guide for you

[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](#)



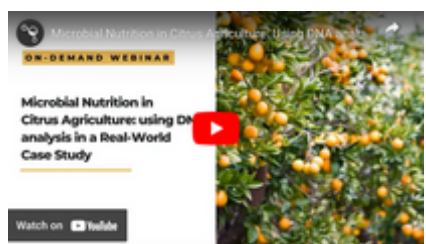
5th generation farmer, Matt Rasmussen operates Rasmussen Farm growing soybeans, white and yellow corn in eastern Nebraska. He searched for ways to improve his fields before the growing season and discovered the **BeCrop® Test**. After doing BeCrop® Test, and taking Biome Makers' recommendations, Matt's 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!



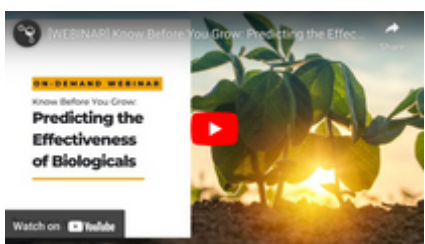
TRAINING MANUAL

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



TRAINING MANUAL

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](#)



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!](#)