



## American Made, Naturally

As we celebrate the Fourth of July, it's not just about fireworks and freedom; it's also a chance to recognize the power of self-reliance in American agriculture. At Purebase, we believe true independence starts in the soil and thrives in how we protect our crops. Purebase sources and develops its products right here in the United States, using native minerals to create natural solutions for growers. Let's reduce dependency on foreign fertilizers and help our U.S. farmers keep control of their land and livelihood.

### Top News

**P.1** American Agriculture - Independence through Sustainability

**P.2** Humate Advantage OMRI Certified - Heating up with Shade Advantage - Editor's Note

### Sustainable Soil = Food Security

The foundation of a strong nation is a strong food system. Sustainable soil management ensures long-term productivity without relying on harmful synthetic inputs.

According to the USDA, over 90% of U.S. cropland is losing topsoil faster than it can regenerate (USDA-NRCS). That's why restoring soil health with natural, OMRI-certified amendments is more than just smart farming—it's a patriotic act.



### Circular Farming = Lasting Freedom

Sustainability isn't just about what we grow, it's about how we grow it. Circular farming practices (like composting, mineral balancing, and reduced chemical inputs) allow farms to be more self-sufficient, reducing waste and improving output. A 2022 study by the FAO found that sustainable farming practices can increase profitability by up to 78% over conventional systems.



### Partner Up = Take Action

Try our OMRI-certified Humate Advantage for a cleaner, more resilient soil. Join the movement to free our soils from toxic dependency. Partner with Purebase for natural, American-made inputs that prioritize your farm's long-term freedom and profitability.







# Natural Shield

## Deflect Excess Sunlight, Maximize Harvest!

### SHADE ADVANTAGE (WP)

FOR ORGANIC AND CONVENTIONAL AGRICULTURE

- Reduce sunburn to improve your yield
- Provide sun protection to your crops
- Increase the quality of our food
- Made from 95% organic kaolin clay

NET WEIGHT: 25 Lbs. (11.34 kg)  
MADE IN U.S.A. • PRODUCT OF CALIFORNIA

OMRI LISTED For Organic Use

REGISTERED cdia ORGANIC INPUT MATERIAL

## SHADE ADVANTAGE (WP)

According to the USDA, crop losses from heat stress can reduce yields by up to 40% during extended heatwaves. Shade Advantage offers a clean, sustainable defense. As temperatures rise across the West and Southwest, heat stress becomes a serious threat to crop yields. That's where Shade Advantage, our organic crop protectant, steps in. Made with natural minerals and certified for organic use, Shade Advantage helps reduce sunburn, lower plant surface temperatures, and protect crop quality during the hottest part of the growing season.

## Editor's Note

Dear Subscriber,

Welcome to the July 2025 edition of our newsletter "PureGrowth", where we get to share the latest milestones and momentum at Purebase.

As we step into the peak of summer, July brings both celebration and challenges. This month, we're honoring and celebrating the spirit of independence, not just as Americans, but as stewards of the land who strive for self-sufficiency through sustainability. Purebase proudly supports American agriculture, rooted in freedom and driven by nature.

In this issue, we spotlight how Purebase assists growers in staying resilient during extreme heat with

Shade Advantage®, our organic crop protectant designed to reduce heat stress and sun damage. It's a natural line of defense when crops need it most.

We're also proud to announce a major milestone: our Humate Advantage® product is now officially OMRI certified. This recognition reinforces our commitment to clean, organic growing practices and providing solutions that are better for your soil—and your future.

Stay cool, stay independent, and have a safe, sustainable 4th of July.

As always, thank you for being part of our journey at Purebase. Please subscribe to our news at purebase.com

Sincerely,  
Rachel Norris



## HUMATE ADVANTAGE

GRANULAR GRADE SOIL AMENDMENT  
FOR CONVENTIONAL AGRICULTURE

We're proud to announce that our Humate Advantage soil amendment is now OMRI Listed®! What does this mean? The Organic Materials Review Institute (OMRI) certification confirms that Humate Advantage meets the highest standards for use in certified organic agriculture. This strengthens our commitment to sustainable farming and gives growers more confidence in choosing natural, soil-enriching solutions.

OMRI certified = trusted for organic use

- Improves soil health, nutrient uptake & crop vitality
- Supports sustainable, regenerative farming

At Purebase, we're proud to keep delivering cleaner, more effective solutions for today's growers and tomorrow's harvest.

