



## Rooted in Soil, Grown for Community

### Digging into National Farmers Market Week

Every bite of fresh produce at your local farmers market has a story, and it starts with healthy soil.

This week, we're proud to celebrate the farmers, growers, and soil stewards who bring nutrient-rich, vibrant food to our tables.

At Purebase, we support local agriculture by providing natural mineral-based solutions that help build stronger soil, reduce synthetic inputs, and enhance crop resilience. Because when you feed the soil, you feed the farm — and the community.

#### Why Farmers Markets Matter

- They keep food dollars local
- They reduce food miles and emissions
- They encourage more sustainable and regenerative growing practices
- And most importantly — they connect consumers directly to the people and practices behind their food



#### Top News

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Organic vs. Synthetic



#### We want to say 'Thank You,' Farmers

To every farmer rising before dawn, working through the heat, and choosing to regenerate the land — thank you.

Purebase is proud to stand with you, every season.

Let's build better soil together. Discover how Purebase supports growers with clean, mineral-based soil solutions at [purebase.com](http://purebase.com)



# Prepping Your Soil for Fall Crops - Some Tips

## 1. Start with a Soil Test

Before planting anything, test your soil's nutrient levels and pH. Fall crops like brassicas and leafy greens need ample nitrogen and balanced micros.

## 2. Rebuild Organic Matter

After summer harvest, your soil may be tired. Apply humate-rich soil amendments, like Humate Advantage, to:

- Reintroduce organic carbon
- Boost microbial activity
- Improve moisture retention— especially

important for fall root crops

• Tip: OMRI-certified Humate Advantage is safe for organic and regenerative systems.

## 3. Loosen and Aerate the Soil

Compacted soil = weak roots and poor drainage. Use light tilling or broadforking to loosen soil, especially in raised beds or high-traffic rows.

Bonus: Mix in compost or mineral amendments (like Purebase's gypsum) to improve structure as you go.

## 4. Address pH and Mineral Balance

Fall crops thrive in slightly acidic to neutral soils (6.0–7.0 pH). If your soil is off, now is the time to apply:

- Calcium or gypsum to adjust pH and improve root development
- Micronutrient blends to replenish what summer crops depleted

## 5. Plan for Protection

In areas with lingering heat, consider applying Shade Advantage to protect tender seedlings from sun stress as they establish. Even in fall, UV and drought stress can impact germination and early growth.

## Organic vs. Synthetic

### Examples:

Compost, cover crops, rock phosphate, bone meal, gypsum, kelp meal.

### Sourced From:

Naturally occurring materials (plants, minerals, animals).

**Benefits:** Improve soil structure and microbial life. Release nutrients slowly and sustainably. Boost organic matter and long-term soil fertility. approved for organic farming

### Why Farmers

#### Choose Them:

Safe for the environment. Reduce risk of leaching and runoff. Support long-term soil health and resilience. Aligns with USDA Organic and regenerative standards.

### Examples:

Urea, ammonium nitrate, triple superphosphate, synthetic NPK blends.

### Sourced From:

Chemically manufactured or industrially processed materials.

### Drawbacks:

Can harm soil microbes and deplete organic matter over time. High risk of leaching into waterways. May cause salt buildup and soil acidification. Often unsuitable for organic certification.

### Why Some Farmers

#### Use Them:

Quick fix for nutrient deficiencies. High-yield conventional systems

## Editor's Note

Dear Subscriber,

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

As summer winds down, August reminds us of the powerful connection between soil, sustainability, and the food we eat. In this issue, we're celebrating that connection through education and action.

We kick this month off with National Farmers Market Week, honoring the farmers, growers, and communities who are reshaping how we think about local food systems. At Purebase, we're proud to support those growers with clean, effective, and U.S.-sourced soil solutions.

We're also sharing tips for preparing your soil for fall planting—because what you do now sets the foundation for the next harvest. From boosting microbial life to balancing your minerals post-summer, it's the perfect time to give your soil what it needs to recover and thrive.

And finally, we're unpacking some basic differences between organic vs. synthetic fertilizers and soil amendments—not just what they do, but how they impact the soil's long-term health. As always, our goal is to support a more resilient, regenerative approach to agriculture—one rooted in science, stewardship, and sustainability.

Please subscribe to our news at [purebase.com](https://purebase.com)

Sincerely,  
Rachel Norris