



Top News

- P.1 Irrigation Strategies
- P.2 Organic Harvest Month - Regenerative Farming Statistics

Late Season Irrigation Strategies for Success

Monitor - Avoid Over-Irrigation

- Over-irrigation late in the season not only wastes water but also increases nitrate leaching—especially when paired with heavy rains . blog-crop-news.extension.umn.edu/cropwatch.unl.edu
A more efficient method is fewer watering events of 0.8 to 1.1 inches every 6–8 days, rather than frequent lighter watering—this reduces both water waste and disease risk - canr.msu.edu
- Use soil probes, moisture sensors, or simple hand tests (e.g., forming a loose soil ball at 12 inches depth) to guide timely irrigation decision - blog-crop-news.extension.umn.edu

Leverage Stored Soil Moisture

- Experts recommend lowering late-season soil moisture to around 40% of plant-available water to preserve more room for natural rainfall, which helps recharge the soil and reduce irrigation needs cropwatch.unl.edu
- This approach can also reduce nitrogen leaching, save on irrigation costs, and improve soil conditions for harvest operations cropwatch.unl.edu



Quick Checklist for Late-Season

Action	Purpose
Track ET	Know crop water needs decline
Deep, infrequent watering	Boost efficiency & reduce disease risk
Lower soil moisture target	Store more off-season rainfall
Soil moisture monitoring	Prevent over-irrigation & nutrient loss
Phase out irrigation by maturity	Protect final yield while saving resources

Cultivating Change

National Organic Harvest Month



\$38.3 billion

Forecast of organic vegetables
market by 2030.
[Techsciresearch.com](https://www.techsciresearch.com)

300,000

Number of farmers engaged in
regenerative initiatives.
[Reuters.com](https://www.reuters.com)

September marks National Organic Harvest Month — a time to celebrate the farmers and practices that prioritize healthy soil, resilient crops, and a sustainable food future. At Purebase, we're especially excited to highlight how regenerative farming is on the rise.

More and more farmers are making the switch to organic and soil-friendly practices, proving that healthy harvests and healthy land go hand in hand. In celebration, we are sharing key regenerative farming statistics and insights that showcase the growing movement toward organic agriculture.

17,445

Number of organic certified
farms in the USA.
[USDA.gov](https://www.usda.gov)

Editor's Note

Dear Subscriber,

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

As we step into September, the transition from the peak of summer heat to the cooler months ahead

brings both challenges and opportunities for growers. Late-season irrigation can make the difference between strong yields and unnecessary waste. In this issue, we're sharing practical strategies for efficient irrigation—from monitoring soil moisture to adjusting water applications as crops near maturity.

This month, we're celebrating National Organic Harvest Month, a time

to highlight the growing movement toward organic and regenerative farming. With more farmers than ever making the switch to sustainable practices, the industry is proving that healthy soils and thriving crops go hand in hand. At the same time, water management remains top of mind. Together, these insights underscore a simple truth: farming sustainably is

about balance—between soil, water, and the long-term health of our land. 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

Sincerely,
Rachel Norris