



INSECT BRIEF

Best  Farming System™
The Soil Rejuvenation Specialists

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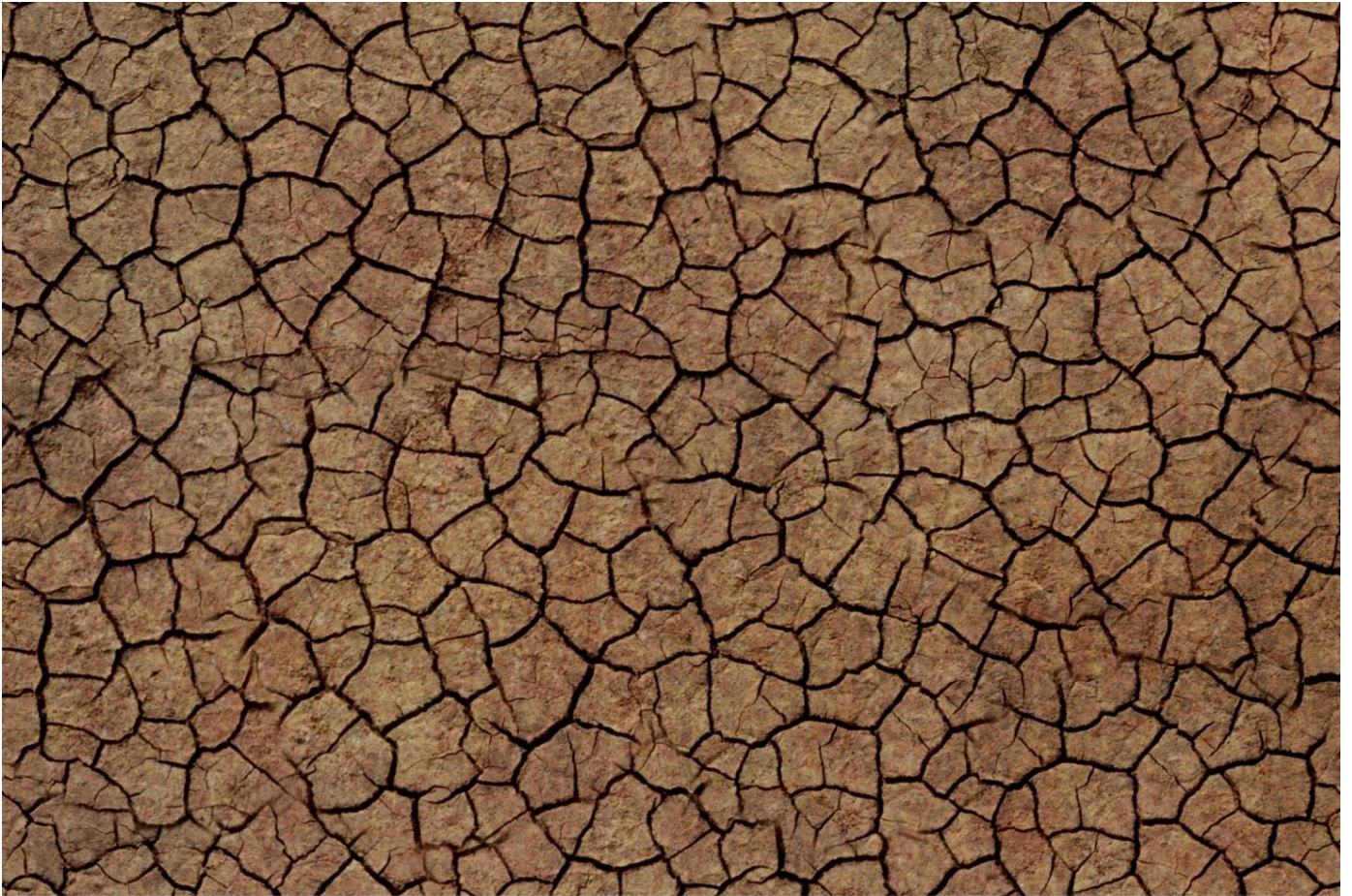
The cost of soil burn-out

The connection between insects and chemical fertilizer and soil quality

Dry hard soil low in organic material leads to less healthy crops and, less healthy crops have been scientifically shown to be more vulnerable grasshoppers and other insect crop predators.² Insect caused crop loss, plant health and soil quality are linked. As one expert said, "insects and disease are symptoms of a failing crop not the cause of it."³

The traditional way to reduce crop loss to insects has been to apply pesticides. Pesticides pose an environmental risk and a health risk to farmers who apply them.⁴

From a profitability perspective, pesticides are yet another financial cost that together with over use of chemical fertilizers can significantly reduce a farm's profit margins.



Soil burnout decreases profitability

Good growing soil is composed of a host of microorganisms, nutrients, humus and trace minerals that work together to create conditions that enables healthy plant growth. However, scientific studies have shown that the harsh nature of chemical fertilizers can disturb the delicate balance of that micro-system, leading to soil hardening, lower nutrient and moisture content.¹

To compensate for declining soil quality, the tendency is to apply more and more fertilizer. The result can be a perpetual cycle of steadily decreasing soil quality and



steadily increasing fertilizer amounts. This leads to higher input costs and decreased profitability.

The maintenance of soil quality is one of the most effective ways to improve yields, lower input costs and increase profitability. Chemical fertilizers can be an important part of farming. However, the overuse of chemical fertilizers can create soil conditions that render soil and crops susceptible to insects and disease.

The bottom line is, poor soil quality leads to lower farming profitability.

1 For example, Dr. M. Stapper, "Soil Fertility Management—Towards Sustainable Farming Systems and Landscapes", CSIRO Sustainability Network Update No. 61E, Sep. 14, 2006

2 Daane, Johnson, Michailides et al, "Excess nitrogen raises nectarine susceptibility to disease and insects", California Agriculture, vol. 49:4; Altieri and Nicholls, "Soil fertility management and insect pests: harmonizing soil and plant health in agroecosystems", Soil and Tillage Research 72 (2003).

3 Stapper, "Soil Fertility Management"

4 Pimentel, Acquay, Biltonen et al, "Environmental and Economic Costs of Pesticide Use", BioScience, vol. 42, no.



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The Best Farming System™ can help reduce the volume of fertilizer and pesticides you use, lowering your costs and improving your profit margin.

Since the 1990s a significant part of our research has been aimed at finding ways to enhance soil health. The Best Farming System's four-step process naturally creates rejuvenated, healthy, aerated, moister soil, restoring its natural balance and ability to produce healthier plants. That means less need for fertilizer, and less need for pesticides, because healthier plants are less susceptible to grasshopper and insect infestation

If Best can reduce your fertilizer and pesticide costs by just _____ %, how much money could you save?



STEP 1

Enter your estimated annual fertilizer costs and multiply by _____ percent.

$$\boxed{} \times \boxed{ / 100} = \boxed{}$$

Annual Fertilizer Cost (% reduction) Fertilizer Cost Savings

STEP 2

Enter your estimated annual pesticide costs and multiply by 1 percent.

$$\boxed{} \times \boxed{ / 100} = \boxed{}$$

Annual Pesticide Cost (% fuel reduction) Pesticide Cost Savings

STEP 3

Calculate your total cost savings

$$\boxed{} + \boxed{} = \boxed{} \$$$

Fertilizer Cost Savings Pesticide Cost Savings Total Savings

TOTAL SAVINGS PER YEAR: \$ _____

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