



## **2023 STRONGSOIL Innovators Program**

The agriculture industry's most transformative biological product is nearing launch!

During the past three years, CHONEX has been developing the patent pending, soil regenerating technology, STRONGSOIL. With it, ingenuity and technology have combined to create a Site Activation System and process that maximizes the populations and functionality of the beneficial microbe's to form STRONGSOIL.

**We have reached the point where we will be taking it to the field!**

Beginning May 1, we will have a limited amount of STRONGSOIL available for applications on this year's crop. We are looking for innovative growers to participate in our

2023 STROGSOIL Innovators Program (S.I.P.)

S.I.P. will allow us to partner with growers and suppliers to increase our “practical use data” from varied geographies, crops and production practices. It will also provide us with ideas on improving the Site Activation System – a key component to the product differentiation.

We will provide a significant discount on your purchase of STRONGSOIL, and the equipment needed to set up a Site Activation System on your farm. We will work with you to gather field data, activation experience feedback and ideas, and general feedback on your STRONGSOIL experience. This will include:

- Soil Test prior and after application (CHONEX will cover materials and lab expenses)
- Photos during the growing season
- Information on yield – treated and untreated
- Any notable changes – soil quality, water retention/ release, pest resistance, etc.
- Ideas or changes to improve the ease and operation of the Site Activation System.

In return, you will receive numerous improvements in overall soil health, vitality and structure and bragging rights that you were a part of a Regenerative Revolution!!!

**We will also be having some fun with some Innovator Feedback Incentives!!**

**Email us at [sales@chonex.ag](mailto:sales@chonex.ag) for more information!**



## 2023 STRONGSOIL Innovators Program

- Providing practical field data supporting our Regenerative Revolution!
- Sharing creative solutions that make the Site Activation easier!
- Helping us get ready for a successful 2024 Full Launch!

Select Your STRONGSOIL Application Strategy  
Receive your significant discount for your participation and assistance!



### REGENERATE

Designed for Regenerative Base & Support Programs

Microbial Load  
**29 Trillion CFU/acre**  
**6.6 Billion CFU/sq. ft.**  
per application

Microbial Load  
**14 Trillion CFU/acre**  
**3.2 Billion CFU/sq. ft.**  
per application

**10 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 2.5 acres**  
(per application)

**5 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 5 acres**  
(per application)

500 Acres  
200# STRONGSOIL  
\$80.00/lb  
\$16,000 Value

1000 Acres  
200# STRONGSOIL  
\$80.00/lb  
\$16,000 Value

CHONEX  
Innovator Discount  
100# Free Product

CHONEX  
Innovator Discount  
100# Free Product

Invoice: 100 lb@ \$80/lb  
\$8,000.00 Total

Invoice: 100 lb@ \$80/lb  
\$8,000 Total

\$16 - \$32/acre

\$8 - \$16/acre



### SUSTAIN

Microbial Load  
**7 Trillion CFU/acre**  
**1.6 Billion CFU/sq. ft.**  
per application

**2.5 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 10 acres**  
(per application)

1000 Acres  
100# STRONGSOIL  
\$80.00/lb  
\$8,000 Value

CHONEX  
Innovator Discount  
50# Free Product

Invoice: 50 lb@ \$80/lb  
\$4,000 Total

\$4 - \$8/acre

#### INNOVATOR FEEDBACK INCENTIVES

Best Site Activation System Idea: \$1000

Best STRONGSOIL Success Story: \$500

Best STRONGSOIL Improvement Idea: \$500



2023 STRONGSOIL Innovators Program

**500 Acre Minimum REPLACE**  
**1,000 Acre Minimum REGENERATE/REPLENISH**

CHONEX will provide a 50% discount on the STRONGSOIL product and equipment needed for the Site Activation System (up to \$2500 per site)

The chart below shows the 3 Application strategies, the amount needed per acre for the programs and the net cost to the STRONGSOIL Innovators.

| 2023 STRONGSOIL Innovator Program                          |            |           |            |           |
|--|------------|-----------|------------|-----------|
| Minimum Acres  |            | 500       | 1000       | 1000      |
| STRONGSOIL Application Program                             |            | REPLACE   | REGENERATE | REPLENISH |
| Site Activated Solution Gal / App / Acre                   |            | 10        | 5          | 2.5       |
| STRONGSOIL lbs. / App / Acre                               |            | 0.4       | 0.2        | 0.1       |
| STRONGSOIL Cost / lb.                                      |            | \$ 80     | \$ 80      | \$ 80     |
| Total STRONGSOIL lbs. Required                             | First App  | 200       | 200        | 50        |
|  | Second App | 200       | 200        | 50        |
| Free STRONGSOIL lbs. Innovator Product                     | First App  | 100       | 100        | 25        |
|  | Second App | 100       | 100        | 25        |
| Activation System Allowance \$2400 Free STRONGSOIL Product |            | 30        | 20         | 10        |
| <b>Grower Invoice:</b>                                     |            |           |            |           |
| STRONGSOIL lbs.  | First App  | 100       | 100        | 25        |
| Invoice \$   |            | \$ 8,000  | \$ 8,000   | \$ 2,000  |
| STRONGSOIL lbs.  | Second App | 100       | 100        | 25        |
| Invoice \$   |            | \$ 8,000  | \$ 8,000   | \$ 2,000  |
| Cost / Acre  | First App  | \$ 16.00  | \$ 16.00   | \$ 4.00   |
|  | Second App | \$ 16.00  | \$ 16.00   | \$ 4.00   |
| Retail Value   | First App  | \$ 16,000 | \$ 16,000  | \$ 4,000  |
|  | Second App | \$ 16,000 | \$ 16,000  | \$ 4,000  |



## Site Activated Solution Application Strategies

- Designed to improve soil consistency, predictability and reliability
- Provides flexibility based on agronomic and economic objectives
- Strategies that fit ALL plant and cropping systems
- Unparalleled active microbial populations and functionality



### REGENERATE

**Designed for Regenerative Base & Support Programs**

Microbial Load  
**29 Trillion CFU/acre**  
**6.6 Billion CFU/sq. ft.**  
per application

Microbial Load  
**14 Trillion CFU/acre**  
**3.2 Billion CFU/sq. ft.**  
per application

**10 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 2.5 acres**  
(per application)

**5 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 5 acres**  
(per application)

Targets soils with little active soil life:

- New Soils
- Renovations / Construction
- Weather degradation

Targets soils looking to recover and rebuild from conventional production practices:

- Intensive managed soils
- Production Agricultural systems
- Golf Course Greens and Tees / Sports Fields
- Newly seeded turf and ornamental plantings

### SUSTAIN

Microbial Load  
**7 Trillion CFU/acre**  
**417 Million CFU/sq. ft.**  
per application

**2.5 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 10 acres**

Targets soils under all management practices replenishing annual biomass loss

- Production Agricultural practices
- Annual Turf and Ornamental management
- Home Lawns
- Golf Course Fairways and Roughs

Rates and cost are based on broadcast spray applications



## Regenerative Agriculture Application Strategies

- Designed to meet the needs during all phases of the regenerative soil process.
- Designed to reduce the time to transition and meet regenerative objectives.



### REGENERATE

Designed for Regenerative Base & Support Programs

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**29 Trillion CFU/acre**  
**6.6 Billion CFU/sq. ft.**  
 per application

Microbial Load  
**14 Trillion CFU/acre**  
**3.2 Billion CFU/sq. ft.**  
 per application

**10 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 2.5 acres**  
 (per application)

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 \$8,000 Total

Invoice: 100 lb@ \$80/lb  
 \$8,000 Total

\$16 - \$32/acre

\$8 - \$16/acre

### REPLENISH

Microbial Load  
**7 Trillion CFU/acre**  
**1.6 Billion CFU/sq. ft.**  
 per application

**2.5 Gal/Acre**  
**1 – 2 Applications**  
**1# Treats 10 acres**  
 (per application)

1000 Acres  
 100# STRONGSOIL  
 \$80.00/lb  
 \$8,000 Value

CHONEX  
 Innovator Discount  
 50# Free Product

Invoice: 50 lb@ \$80/lb  
 \$4,000 Total

\$4 - \$8/acre

#### INNOVATOR FEEDBACK INCENTIVES

Best Site Activation System Idea: \$2500

Best STRONGSOIL Success Story: \$2500

Best STRONGSOIL Improvement Idea: \$2500



**STRONGSOIL™**  
BY CHONEX

Regenerative Soil Technology



# BIO-BUCKET

**770 Million CFU/ml**

(upon activation)

**Net Weight 25 lbs.**

**CHONEX Inc. Robertsdale, AL**