



Johnston's Regenerative

REGENERATIVE AGRONOMY PROGRAM

Start with the soil. Build a smarter fertility program.

Better soil data. Better fertility decisions.
A smarter plan for every field.

Our program starts with GPS-located soil sampling and a comprehensive analysis so you can better understand what your soil can already deliver, where the limitations are, and how to build a more field-specific fertility plan.



1. Why growers are looking closer at nutrient efficiency

- ✓ Fertilizer prices make every nutrient decision matter.
- ✓ The goal is not simply to spend less, but to spend more effectively.
- ✓ Many farms need better insight into nutrient availability, soil limitations, and where the soil can do more work.
- ✓ Regenerative agronomy focuses on understanding the soil first, then building a smarter fertility strategy from there.



2. Why GPS-located sampling matters year after year

- ✓ Returns to the same sampling points each year.
- ✓ Makes year-over-year comparison more meaningful.
- ✓ Helps track change instead of guessing.
- ✓ Supports better field-by-field decisions over time.



3. What our soil analysis looks at

Johnston's Comprehensive Soil Analysis, with testing from A&L Canada Laboratories.

A broader look at your soil – beyond a standard chemical-only soil test.

CHEMICAL	PHYSICAL	BIOLOGICAL
 <ul style="list-style-type: none"> Macronutrients Micronutrients pH Salinity 	 <ul style="list-style-type: none"> Soil texture Bulk density WHC 	 <ul style="list-style-type: none"> Microbial respiration Total microbial biomass Organic matter

4. How the program works



Prepared by a PhD soil scientist and an agronomist.

WHAT WE NEED FROM YOU

- **FIELD LOCATIONS**
Field maps, legal land locations or dropped pins for the fields you want tested.
- **YIELD MAPS – IF AVAILABLE**
Helps identify representative good-producing and average-producing areas.
- **TWO SAMPLES PER FIELD**
Typically one good-producing area and one average-producing area.



Book post-harvest sampling
to start building your field-specific plan.



1-844-324-7778



johnstonsregenerative.com



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1. SAMPLING INVESTMENT (PER SAMPLE)

Simple, transparent pricing with clear shipping terms.



1-9 samples: \$209/sample

(\$169 lab + \$40 pulling)

SHIPPING NOT INCLUDED



10-39 samples: \$199/sample

(\$169 lab + \$30 pulling)

SHIPPING INCLUDED



40+ samples: \$189/sample

(\$169 lab + \$20 pulling)

SHIPPING INCLUDED



Minimum two samples per quarter section



Mileage extra; waived if on a planned route.

2. THE ECONOMICS OF STARTING TODAY

Healthier soil. Smarter input decisions. A stronger future.



In many cases, a regenerative program can be partially offset by fertilizer savings, but not always.



We do not build the program assuming increased yield.



We typically see a strong response on the regenerative side, and many growers realize an increase in year one.



The larger economic question is the cost of doing nothing: continued soil degradation and ongoing over-application of fertilizer can reduce soil efficiency over time.



Starting today helps build long-term momentum toward better water-holding capacity, improved nutrient conversion, stronger soil function, and more informed fertility decisions.



A REALISTIC PERSPECTIVE

This is not a guaranteed-yield program. Results vary by field, weather and management.

3. HOW REGENERATIVE AGRONOMY CAN BENEFIT YOUR FARM MOVING FORWARD



Build a better understanding
of what your soil can already deliver



Identify field-specific
limitations and opportunities



Support more informed fertility planning
year after year



Track progress over time
using the same GPS-located sampling points



Compare program acres
beside conventional acres to measure the difference on your farm

4. WHAT YOU RECEIVE



Johnston's Comprehensive Soil Analysis



GPS-located sample points for repeat measurement



Written soil summary



Field-specific fertility program provided (tailored to the field's soil conditions and target crop).

