



THE DIRT!

SOILBIOTICS COMPANY E-NEWSLETTER

October 2020

Freight Update

We at SoilBiotics want to provide you with the best service possible. Fall is here and harvest is in full swing, but we need to take time to let you know what has happened to the freight industry due to COVID 19. It's all supply and demand. The nationwide over the road driver shortage has been a growing, long-term issue and COVID 19 is causing a multitude of side effects.

- Low rates took capacity out of the market that still hasn't returned.
- The historic spike in grocery and home improvement product demand along with declines in other industries shook up capacity, leaving carrier networks out of balance. Inconsistent state rules and virus reoccurrences have exacerbated the problem.
- Some owner-operators are not working as much under the current environment, whether because of rates or an increased risk of exposure to COVID 19 while on the road.
- Loan and grant programs provided temporary cushion, but many small companies have already closed shop.
- Older drivers are accelerating their retirement plans, and a trend away from driving as a career means it's harder to get new drivers into the industry.
- E-logs, new state laws such as California's AB-5 (reclassification of independent contractors), and increased regulatory oversight have all been contributing factors*.

These are just some of the factors contributing to current capacity issues and increased freight rates. We want to express how important it is to forecast your needs 2 to 3 weeks ahead of product need date so increased freight lead times do not become problematic.

*REF: PCGFactoring.com newsletter 9/4/2020

Fall Product Recommendations

Organic 2r – Soil Boost:

As a part of our 10th Anniversary celebration, we are offering 10% off all **Organic 2r - Soil Boost** purchases placed September through November this year, with all orders to ship no later than end of November.

Organic 2r - Soil Boost is a high quality humic product that increases nutrient availability by solubilizing soil bound nutrients and sequestering excess soil nutrients.

Soil Improvement and Residue Management:

Talk to your SoilBiotics representative about putting together a multi-product Fall program for soil maintenance and residue management.

Also, we have begun to post informal results from growers using various SoilBiotics products in different applications on our website at (copy this link into your browser):

https://www.soilbiotics.com/Products/Trials_and_Results/Growers_Results-202

