



RE•GENUS

For Growers • For Nature • For Climate

Naturally revitalise your soil's microbiome

- Eliminate *ALL* synthetic fertilisers
- Harness carbon and increase nutrients
- Revolutionise soil health

MADE BY

LandEnergy



Grown in Britain

GIB-COC-SA-5173



'It's what's underneath that counts'

RE•GENUS

Re-Genus has revolutionised soil health and crop growth by harnessing carbon and nutrients from specific organic wood fibres, blending them with living compost and natural nutrition. This creates a **super natural soil** where plants can thrive.

This ground-breaking process revitalises soils, enabling the cultivation of crops, plants, and trees without the reliance on synthetic fertilisers. Soluble natural nutrients, which enhance your **soil's natural biome** and which don't harm soil microbes, are used instead.

Naturally rich, native British fungal microbial blends

DID YOU KNOW...

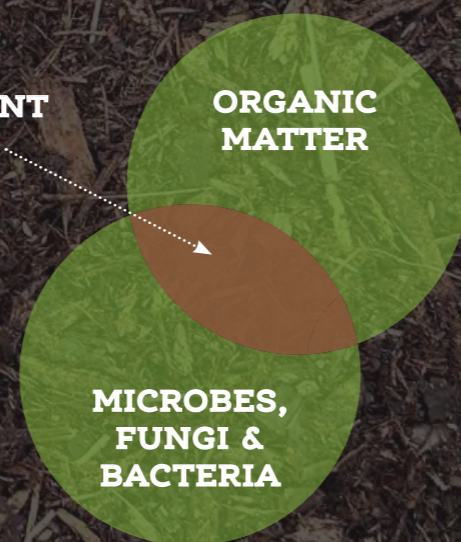
Soil has the capacity to hold a carbon reservoir three times greater than exists in the atmosphere - an amount so significant it could help cool the planet.

Each time the soil is ploughed, stored carbon is released into the air. This process damages soil structure, slices through earthworms, and disrupts essential fungal networks.

Rainwater collects in the trenches left behind, washing away topsoil and nutrients as it flows to field edges and into waterways.

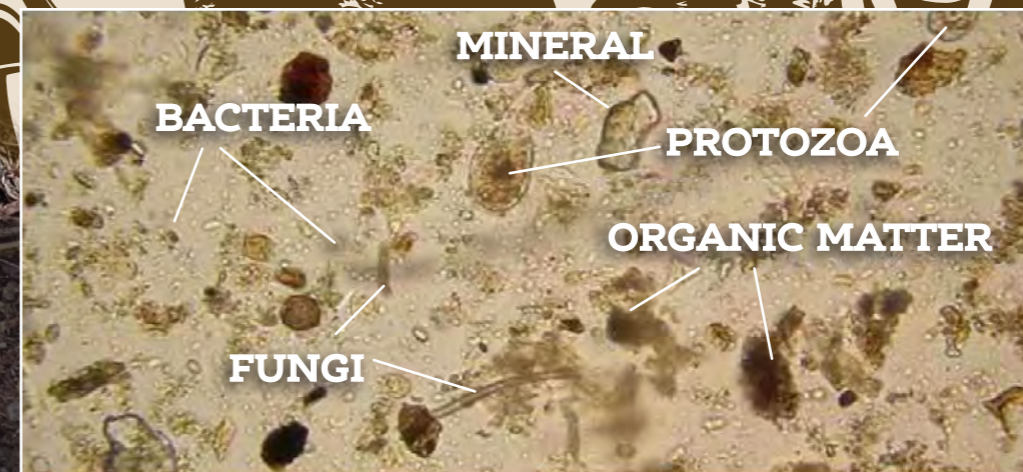
Re-Genus is a natural soil conditioner which uses native British microbial communities to enhance the biology of poor quality or intensively-managed soils.

OPTIMAL PLANT NUTRITION SWEET-SPOT



RE•GENUS

By embracing Regenerative Agriculture principles, our collaborative trials involve using living compost to rejuvenate barren arable soils, reintroducing essential microbial life and nutrients for the benefit of crops.



DID YOU KNOW...

75% of insect species have declined since the 1960s*. Rivers are losing plant life and whole populations of freshwater fish because of algae blooms caused by nitrate run-off from synthetic fertilisers.

*PROFESSOR DAVE GOULSON

'A healthy soil is a fabulously complex ecosystem, comprising countless billions of microscopic organisms all working away in their own little niches, feasting on each other and sugars exuded from the roots of growing plants. The whole system is ultimately fueled by growing plants, whilst at the same time the system helps the plants grow.' JOHN CHERRY, GROUNDSWELL FOUNDER

Re-Genus uses a biologically complex compost created at scale using recipes to cultivate a living soil microbiome, consisting of fungi, bacteria and natural balanced nutrients. So far, this approach has yielded remarkable results, nurturing a wide variety of crops including salad, heath-plants, broadleaf and conifer trees – and conventional cereal crops.

1 tonne Re-Genus Soil = 5 tonnes of CO2 saved compared to synthetic fertilisers

DID YOU KNOW...

Trees and crops communicate underground through mycorrhizal networks. Tiny fungi that colonise a plant's root hairs act as intermediaries, functioning like underground brokers. These fungi extend deeper into the soil than the plant's roots, exchanging liquid carbon released by the roots for essential nutrients, supporting the plant's growth.

Super • Natural • Soil •

- Naturally occurring beneficial mycorrhizal fungi species
- Disease suppression
- Enhanced plant vitality and quality
- Improves soil structure
- Improved weather resilience
- Mimics the properties of peat

Reducing Carbon Pollution

The outcomes of our agricultural trials have consistently demonstrated the superiority of the living soil approach over ordinary methods, notably it eliminates the need for synthetic fertilisers.

Synthetic fertiliser is derived from fossil gas (methane, CH₄), and is a major source of carbon pollution and ultimately climate change. It is also responsible for algae blooms in water courses due to surface water run-off from agriculture.

Re-Genus demonstrates the ability to reduce the risk of flooding and drought by increasing the ability to retain higher levels of water - building resilience to different weather events. This eliminates the risk of both water run-off and harmful pollution. It also retains higher levels of soil carbon.

Our approach with natural living soil is showing tremendous promise lowering crop pests and disease pressures such as aphids and mildew.



‘A seasonal release of minerals takes place in biologically active soil - it is alive!’

RE•GENUS + LandEnergy

Re-Genus is one of the UK's leading soil science experts. Together with Land Energy they combine natural and ancient techniques with modern AI and eDNA technology to create sustainable alternatives to peat and synthetic fertilisers. Upcycled natural nutrients from forestry, agriculture and fisheries are used to create a 'mother starter' solution that enhances plant growth and nutritional health.

We're on a mission...

Forestry trials tell a powerful story: 70,000 trees and crops have been cultivated across England, Wales, and Scotland. Trees grown in living soils not only flourish but also demonstrate impressive resilience to pests and diseases, consistently outshining those raised with synthetic methods.

‘We need to revolutionise agriculture, forestry and horticulture by eliminating ALL synthetic fertilisers’

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