



# Marketing Passport®

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*Your complete marketing  
foundation, organised in one place.*

*Foundations » Strategy » Execution Readiness*



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# CLIENT INFORMATION

## 1. BUSINESS BASICS

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### Which industry best describes your primary business?

TBS operates in the agricultural inputs and natural mineral resources sector, specifically within the premium soil amendment, biostimulant, and organic humate sub-segment. The business sits at the intersection of natural resource extraction, premium agri-inputs, and the fast-growing ESG / carbon sequestration markets. The Krakatoa deposit is one of the few natural organic humate resources in the world and the only one of commercial scale in the Southern Hemisphere.

### How does your business primarily operate?

TBS produces dry natural organic humate extracted from the Krakatoa deposit at Lynch's Crater via benign surface and auger extraction. Product is air-dried, screened, and sized — sold as dry granular or powder and ready to use directly. No chemical treatment, no alkaline processing, no additives at any stage. Orders are fulfilled ex-factory in Far North Queensland, in 1 m<sup>3</sup> bulk bags or bulk loose. Full product details and current availability: [theblackstuff.com.au](http://theblackstuff.com.au).

### Where do you currently serve customers?

Current sales are focused in Far North Queensland, with modest direct exports to Thailand and Lao PDR. Trial applications span paddy rice (Lao PDR), banana and plantain (northern Queensland), and mixed-cropping farms. Target commercial markets include Australia (national), South-East Asia (Vietnam, Thailand, Philippines, Indonesia, Lao PDR), and Japan. Europe and the United States are longer-term export targets.

### If you have a physical presence, where is it located?

The mine and physical operations are located at Lynch's Crater, Atherton Tablelands, Queensland. Administrative contact is managed by the owner/operator in Queensland, Australia.

## **Which location matters most for your growth right now?**

Immediate priority: regional commercial sales at volume to validate efficacy and build a reference customer base in Australia. As the primary production location, Far North Queensland is the supply hub for all domestic and export orders. Export priority: South-East Asia (Lao PDR, Vietnam, Thailand) where trial results are strongest and demand for natural soil amendments is growing rapidly. Secondary: national Australian distribution via agronomists and distributor networks

## **2. MISSION, VISION & VALUES**

(WHY YOU EXIST AND WHAT YOU STAND FOR)

### **Mission (what you do and who you help?)**

To supply premium natural organic humate from one of the Southern Hemisphere's only commercial-scale deposits — delivering proven soil health, crop yield, and environmental remediation outcomes that synthetic Leonardite-derived competitors cannot match. TBS exists to give growers, agronomists, and distributors access to a genuinely rare, scientifically differentiated natural soil amendment that is ready to use, organically eligible, and independently proven in the field.

### **Vision (what success looks like in the future?)**

To establish TBS as the reference product for natural organic humate in the Australian and Asia-Pacific markets — the benchmark against which all synthetic humic acid and Leonardite-derived alternatives are measured. In practice, this means: TBS dry product available through national agronomist and distribution networks in Australia, with established export channels to South-East Asia and Japan, product certified under Australian organic standards, and a growing body of local reference trial data that makes the case for TBS on every farm that tries it.

### **Core values (3–5 guiding principles)**

- **Natural Integrity** No chemical processing, no synthetic inputs, no adulteration. The product is what the earth made it and that is the point.
- **Scientific Rigour** Every claim is backed by accredited laboratory analysis and independent trial data. In a market where greenwashing is endemic, TBS competes on verified evidence.
- **Southern Hemisphere Exclusivity** The deposit is unique. The product is irreplaceable. The commercial advantage of Southern Hemisphere supply chain security is real and quantifiable and TBS never undersells it.
- **Environmental Stewardship** The source deposit operates within the UNESCO Wet Tropics World Heritage catchment. Every extraction decision is made with the long-term integrity of the site in mind. Great Barrier Reef water quality outcomes are a commercial argument, not merely a moral one.
- **Customer Outcomes** First TBS does not compete on marketing, it competes on verified field results. Rice yield increased 69% in independent Lao PDR trials from a single application, with effects persisting over three seasons without re-application. The laboratory data is the warranty.

### **3. PRODUCTS & SERVICES**

((WHAT YOU ACTUALLY SELL))

#### **List of core products/services .**

Dry Natural Organic Humate (Granular / Powder) • Natural organic humate extracted from the Krakatoa deposit, air-dried or low-temperature dried, screened and sized. Available in granular form (soil incorporation, broadcast spreading) and powder form (waterborne application, fertigation). No chemical treatment at any stage — the product is ready to use directly from extraction and drying. Zero additives, zero processing aids, zero synthetic inputs. Pack Formats • 1 m<sup>3</sup> bulk bags — \$900 + GST per bag ex factory. Industry-standard Bulka Bag format. • Bulk — \$700 + GST per cubic metre ex factory. • Discounts apply for orders of 5 m<sup>3</sup> and above. Contact [peter@theblackstuff.com.au](mailto:peter@theblackstuff.com.au) or [info@theblackstuff.com.au](mailto:info@theblackstuff.com.au) for current volume pricing and freight terms. Full product details: [theblackstuff.com.au](http://theblackstuff.com.au). Applications • Agriculture: soil conditioner, crop yield biostimulant, water retention agent, NPK synergist (reduces synthetic fertiliser requirement) • Horticulture and viticulture: premium soil amendment, root-zone stimulant, broadcast or incorporated pre-planting • Environmental remediation: heavy metal sequestration, degraded and compacted soil rehabilitation • Carbon sequestration: soil carbon sink applications; ACCU Soil Carbon Methodology eligibility under assessment (biogenic carbon — Pleistocene/Holocene origin) • Organic farming: ACO/NASAA/OMRI eligibility pathway (subject to current NATA-accredited CoA confirming contaminant limits).

#### **Outcomes: the results your customers get.**

- Yield improvements of 30–69% recorded in independent trials, with effects persisting over three growing seasons from a single application.
- Improved soil biology and water retention, confirmed by increased soil fauna counts in trial sites.
- Reduction or elimination of synthetic fertiliser requirement in treated plots under drought conditions.
- Access to organic certification pathways not available to alkaline-processed Leonardite competitors — TBS dry product contains no processing residues, no KOH/NaOH, and no synthetic additives.
- Measurable carbon sequestration potential, with ACCU Soil Carbon credit eligibility to be confirmed by specialist scoping opinion.
- Provenance assurance: Southern Hemisphere origin, biogenic (non-coal) formation, and extremely low heavy metals — all independently verifiable.

#### **Pricing: how you package or charge for your work.**

TBS dry product is sold in two formats: 1 m<sup>3</sup> bulk bags at AUD \$900 + GST per bag ex factory; and bulk at AUD \$700 + GST per cubic metre ex factory. Volume discounts apply— contact [peter@theblackstuff.com.au](mailto:peter@theblackstuff.com.au) or [info@theblackstuff.com.au](mailto:info@theblackstuff.com.au) for current volume and freight terms. Pricing is positioned at a premium over Leonardite (Chinese export benchmark) justified by: natural organic origin, biogenic carbon status, confirmed low heavy metals, organic certification eligibility, and Southern Hemisphere provenance. Full pricing and product details: [theblackstuff.com.au](http://theblackstuff.com.au).

#### **Hero Offer: the offer that drives most of your revenue.**

It just works. Premium natural organic humate — one of the only products of its kind in the Southern Hemisphere — sold as dry granular, with zero chemical processing and full organic certification eligibility. Available in 1 m<sup>3</sup> bulk bags (\$900 + GST ex factory) or bulk (\$700 + GST/m<sup>3</sup>), with volume discounts. The product's core value proposition: proven in independent field trials, an analytical record, and a geological origin that no competitor can replicate.

## 4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

### **Ideal customer profile (plain English) .**

Our ideal product customer is a farmer, grower, or agronomist who understands that soil health drives long-term productivity and is looking for a premium, naturally sourced soil amendment that works — and can prove it. They may be transitioning to organic certification and need a product without chemical processing residues. Or they may be a commercial distributor or agronomic retailer who wants to offer their clients something genuinely differentiated from conventional synthetic options. They are evidence-driven, respond to trial data, and value provenance.

### **Customer segments (if you serve more than one type of customer).**

Four customer groups: • Segment 1 — Growers (Direct): Row crop, horticulture, viticulture, and tropical fruit growers across Australia and SE Asia seeking yield improvement and soil biology enhancement. Respond to trial data and agronomist recommendations. Typically order 1–5 m<sup>3</sup> bulk bags for trial, then at scale. • Segment 2 — Agronomists & Soil Health Consultants: Independent agronomists and consultants who recommend soil amendment products to their farm clients. A single agronomist can generate multiple grower orders. Require technical product data, NATA-accredited CoA, and application rate guidance. • Segment 3 — Agricultural Distributors & Retailers: Fertiliser retailers, ag co-ops, and specialty organic input distributors (e.g., Organic Crop Protectants, regional rural merchandise stores). Require product data sheet, supply continuity, and volume pricing. Offer significant reach into the grower base. • Segment 4 — Export Buyers (SE Asia & Japan): Agricultural input importers, farming co-operatives, and organic certification bodies in Lao PDR, Vietnam, Thailand, and Japan. Motivated by the Lao PDR rice trial results and the C14 modern carbon / non-fossil provenance story. Require Certificate of Analysis and export documentation.

### **Customer Problems: the challenges they face.**

- Declining soil biology and organic matter content from decades of synthetic fertiliser use, leading to diminishing yield responses and increased input cost.
- Need for a soil amendment that is compatible with organic certification — existing humate options require alkaline chemical extraction, leaving processing residues that disqualify them from ACO/NASAA certification pathways.
- Chinese Leonardite supply uncertainty: geopolitical risk, variable quality, and heavy metals compliance concerns that create sourcing anxiety for premium and export-market growers.
- Lack of a locally produced, independently verified natural organic humate — most Australian growers have never had access to a product like TBS because no equivalent Southern Hemisphere source existed commercially.
- Export buyers seeking a APAC-proximate, naturally sourced humate free from the coal-adjacent contamination risk associated with Northern Hemisphere Leonardite.

### **Why do customers choose you?**

TBS just works. TBS is the only product that cannot be replicated. No synthetic process produces natural organic humate. No competitor can source it from the Southern Hemisphere. No Leonardite-derived product achieves the same low heavy metals profile, biogenic carbon dating, or organic certification eligibility without chemical processing. The dry product requires no further treatment — it is usable as extracted and dried, placing it in a different product category from anything alkaline-processed competitors can offer. The competitive advantage is geological. It is permanent. And it is exclusively Australian.

## 5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

**Direct Competitors: businesses offering similar products or services.**

Primary direct competitors are global Leonardite-derived humate and humic acid producers:

- Humintech GmbH (Germany) — world's largest humate producer; Leonardite-sourced, coal-adjacent origin; Northern Hemisphere supply chain only.
- Humic Growth Solutions (USA) — North Dakota Leonardite; strong North American distribution; no Southern Hemisphere equivalent.
- Biolchim / Hello Nature (Italy) — premium biostimulant producer using alkaline KOH/NaOH extraction; leading EU distribution.
- Valagro / Syngenta (Italy/Switzerland) — premium liquid humate and biostimulant range; all Leonardite-derived.
- Chinese export-grade Leonardite producers (Inner Mongolia, Xinjiang, Gansu) — dominant global volume supplier; coaladjacent origin; variable heavy metals; subject to geopolitical risk and quality inconsistency.

**Indirect Competitors: alternatives your customers might choose instead.**

- Synthetic NPK fertilisers — the baseline most growers default to; no biostimulant or soil biology benefit.
- Seaweed-based biostimulants (e.g., *Ascophyllum nodosum* extracts) — organic-eligible but no humic substance chemistry.
- Microbial inoculants and compost-based soil amendments — complementary rather than directly competitive but competing for the same budget allocation.
- In-house enterprise IP management systems — not applicable in this context.

**Your Edge: what you do differently and why customers choose you.**

Five structural competitive advantages that cannot be replicated:

- **1. GEOLOGICAL UNIQUENESS** one of the few commercial-scale natural organic humate deposit in the Southern Hemisphere. Competitors cannot source this product regardless of capital or technology. The competitive advantage is a physical property of the earth.
- **2. ZERO PROCESSING** No KOH, NaOH, or alkaline extraction. This eliminates: reagent costs residual chemical contamination; pH elevation that limits application compatibility; and every certification barrier that alkaline processing creates. TBS dry product is ready to use directly from extraction and drying — no dissolution, no neutralisation, no further treatment required.
- **3. BIOGENIC CARBON ORIGIN** Pleistocene/Holocene age (approx. 10,000–200,000 years BP). Not fossil carbon. Not radiocarbon-dead. TBS is potentially eligible for ACCU Soil Carbon Methodology credits. Leonardite is 65M+ years old fossil carbon. It cannot generate Australian carbon credits. TBS can.
- **4. HEAVY METALS PROFILE** SGS 2015 analysis: As <0.5, Cd 0.10, Cr 12, Pb <0.5, Hg 0.08, Ni 1.3 mg/kg DM — all substantially below EU PFC 6 limits and APVMA thresholds. Chinese coal-adjacent Leonardite routinely exceeds EU arsenic and lead limits, requiring batch-level verification. TBS passes on every parameter.
- **5. SUPPLY CHAIN SECURITY** APAC buyers currently dependent on Chinese or European supply chains gain a diversified, geopolitically stable, Southern Hemisphere source with short freight lanes to key Asian markets.

## 6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

**Positioning Statement: the core idea you want to own.**

TBS is one of the few commercial-scale natural organic humates from the Southern Hemisphere a product so rare, so chemically distinct from Leonardite-derived synthetic alternatives, that it occupies its own product category. We do not compete on price with Chinese export-grade Leonardite. We compete on origin, purity, certification eligibility, and the irreplaceable geological reality of the Krakatoa deposit. Our positioning is: the product that your customers cannot buy from anyone else on this side of the planet.

**Short pitch / 7-second explanation.**

Australia's only natural organic humate mine. Dry product. Zero processing. The one product your competitors literally cannot copy — because no one else has the geology

**Hooks/Taglines: memorable lines that spark interest.**

- Nature's Own Humate. Nothing Added.
- The Southern Hemisphere's Rarest Soil Conditioner.
- Zero Processing. Maximum Results.
- Not Leonardite. Not Even Close.
- The World Buys Leonardite. Australia Has Something Better.
- Soil Health. Proven. Permanent. Exclusively Australian.
- Carbon That Was Alive Yesterday. Not 65 Million Years Ago.
- From the Earth to Your Field. Nothing In Between.
- Higher yields and profits the natural way.
- Good for you, good for the environment and good for your community.

**Tone of Voice: choose the style that fits your brand.**

Your brand voice should be:

- Premium but grounded — backed by laboratory data and independent trial results, never by marketing hyperbole
- Scientifically confident — this is a product with a 9-year analytical record; lead with the evidence
- Distinctly Australian — the Southern Hemisphere provenance is a commercial argument, not merely a flag-waving exercise
- ESG-serious without greenwashing — the GBR nexus, biogenic carbon, and organic certification eligibility are real and verifiable

Avoid:

- Overclaiming without data backup
- Greenwashing language without certification evidence

## **7. BRAND STORY**

(EMOTIONAL CONTEXT)

### **Who is your ideal customer?**

A grower, agronomist, or distributor who has worked with conventional synthetic soil amendments and knows something is missing. They have watched soil health decline over seasons of heavy NPK use. They are open to a product that works differently, that rebuilds soil biology rather than just feeding the plant and they want independent data to justify the switch. They may be transitioning to organic certification and need a product that won't disqualify them. They have heard of humates but may never have had access to a naturally sourced, unprocessed Australian product.

### **What are they struggling with?**

Declining soil organic matter and soil biology are reducing yield responses to synthetic fertilisers, increasing the volume required each season for the same result. They want an organic-eligible soil amendment but most humate products on the market are alkaline-processed Leonardite from China coal-adjacent in origin, requiring KOH or NaOH extraction, leaving processing residues that preclude organic certification. They struggle to find a product with a credible origin story, an independent analytical record, and proven field results in Australian and Asian growing conditions. TBS is the product they couldn't find, because until now, no equivalent Southern Hemisphere natural organic humate existed commercially.

### **How does your brand help?**

TBS gives them a product with a provable origin story — not a formulation, a geological reality. A maar accumulating organic material for 200,000 years. Extracted, dried, and nothing added. We provide a NATA-accredited analytical record dating to 2004, independent trial data from Lao PDR rice trials (45–69% yield improvement, persisting over three seasons from a single application), and a heavy metals profile that passes every Australian and EU threshold without batch-level risk. For organic certification seekers, there is no KOH, no NaOH, no processing residue. For growers who simply want results: the data speaks for itself.

### **What does life look like after success?**

After adopting TBS, the grower or agronomist has a reference product they can stand behind: soil that responds visibly over successive seasons, a reduction in synthetic fertiliser expenditure, and a product story their customers can understand. For distributors, TBS gives them a differentiated line that no competitor can source an Australian, naturally extracted, organically eligible humate with independent trial data. For export buyers in SE Asia, it gives them a product free from the geopolitical risk of Chinese Leonardite supply, with a provenance story that resonates in premium and organic segments. The result is a customer who doesn't switch because there is nothing to switch to.

## **8. BRAND PERSONALITY & VOICE**

(HOW YOU SOUND AND SHOW UP)

### **Brand personality traits.**

1. Rare We are the only one. Not the best of many one of the few commercial-scale natural organic humate in the Southern Hemisphere. Rarity is not a positioning claim; it is a geological fact.
2. Grounded We come from the earth specifically from a maar that has been accumulating organic matter for 200,000 years. Our messaging stays close to the science, the soil, and the verified evidence.
3. Pioneering Australia's humate story has not been told globally. We are opening a market that doesn't know it needs us yet and the best evangelists will be the trial data.
4. Australian Premium Not Australian in a folksy sense, but in the same way an Australian wine with a specific terroir commands a global premium. Provenance is a price argument.

### **Voice Guidelines: the do's and don'ts that keep your communication consistent.**

#### **We Do:**

- Lead with verified data (laboratory reports, trial results, regulatory references)
- Quantify the competitive advantage (48.4% vs 32.3% humic acid – explain the methodological difference, not just the number)
- Name the competition directly when the comparison is factually grounded
- Communicate like a premium, scientifically-backed product brand not a generic agricultural commodity
- Quantify results from independent field trials whenever possible yield data beats adjectives every time

#### **We Avoid:**

- Unverified superlatives without data backup
- Making product claims that are not supported by the existing analytical record
- Treating TBS as a commodity competing on price with Chinese Leonardite
- Environmental claims that exceed what the independent data supports

### **One-Word Descriptor: the single word that captures your brand's essence.**

It just works. RARE It captures the geological, commercial, and strategic reality precisely. There is nowhere else on Earth where a buyer can source this product at commercial scale from the Southern Hemisphere. That is not marketing. That is mineralogy.

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours, e.g: your colour codes: #8c52ff

Black and white. It's all in the name

Fonts / typography.

As above.

Visual preferences.

- Aerial photography of Lynch's Crater (UNESCO Wet Tropics World Heritage Area) the maar lake is visually spectacular and is a unique product story in itself.
- Macro soil photography the dark, rich humate texture is visually compelling and immediately distinctive.
- Trial imagery rice paddies (Lao PDR), banana plantations, Australian agricultural settings.
- Clean data visualisation comparative tables (TBS vs Leonardite), yield improvement charts, laboratory results.
- Avoid generic stock imagery (generic green fields, laboratory glassware). Every image should be traceable to a real TBS location or result.

## 10. WEBSITE & INFRASTRUCTURE

### SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress       Webflow       Shopify       Other WIX

Where is your Domain or DNS hosted?

Cloudflare       GoDaddy       Namecheap       Unsure       Namecheap

Do you have full website access or not?

Yes       No       Unsure

## 11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

### Current channels in use.

- Website — theblackstuff.com.au (Wix): primary product information and enquiry destination; all inbound digital traffic directed here.
- Direct sales by operator — personal outreach to growers, agronomists, and distributors in northern Queensland and SE Asia.
- Word of mouth from trial participants — Lao PDR rice trial farmers and northern Queensland banana growers are active referral sources.
- Field days — soils-specific yield days championed by existing users.
- Email — peter@theblackstuff.com.au and info@theblackstuff.com.au: primary inbound enquiry and order contact channels.
- Direct export relationships — existing connections with buyers in SE Asia established through trial supplies.

### Channels you want to use next.

- Agronomist relationship programme — identify and supply 5–10 independent agronomists in FNQ and SE Queensland as product champions; provide technical data packs, CoA, and application guides to support their recommendations.
- Agricultural distributor partnerships — Organic Crop Protectants and regional rural merchandise co-ops for stocking and distribution arrangements.
- LinkedIn business page — position TBS as the premium Australian natural humate brand; publish trial result summaries, product education, and origin story content targeting growers and agronomists.
- Queensland and national field days — AgForce Queensland, Hort Connections, and relevant organic farming events; product demonstration and sampling are the most effective trial-driver.
- Australian organic certification (ACO/NASAA) — once current CoA confirmed, unlock the \$2.6B+ Australian certified organic market and use certification eligibility as a marketing asset.
- SE Asia export development — leverage Loc Troi Group (Vietnam), existing Lao PDR connections, and Thai agricultural input channels for structured export enquiry pipeline.
- Product data sheet and technical brief distribution — targeted email to agronomist associations, organic farming networks, and agricultural publications.

### Paid vs organic mix (if any).

Currently organic — direct relationship and word-of-mouth. Near-term: remain predominantly organic, with focus on agronomist endorsement and distributor partnership as the highest-leverage channels. Paid media (targeted Facebook/Instagram for growers, LinkedIn for agronomists and distributors) is appropriate once distribution partnerships are in place and product data sheet and CoA are finalised. Budget: modest — quality product data and agronomist endorsement outperform paid advertising for a premium speciality input.

## 12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- Logo files
- Photos
- Videos
- Testimonials
- Case studies
- Written content

Existing Assets: • Website — theblackstuff.com.au (Wix, live): product information, origin story, pricing, and enquiry contact. • TBS vs Leonardite Competitive Specification Table v2.0 (March 2026) — 42-parameter side-by-side comparison with confirmed laboratory data; usable as a technical product differentiation document for agronomists and distributors. • TBS Comparative Soil Test Analysis (March 2026) — 21 laboratory reports (SESL, SGS, EAL, 2004–2020) consolidated into one comparative reference; supports product consistency claims. • 2019 Lao PDR Wet Season Rice Trial Summary & 2021 Update — 45–69% yield improvement across three application rates; 2021 follow-up confirms 50% above baseline yield maintained over 3 years with no further TBS applied. "Persistency of The Black Stuff confirmed over 3 years." • 2020 Lao PDR Plant Protection Centre (PPC) Report — Lao Ministry of Agriculture & Forestry official study; statistically significant growth improvements in banana and corn at 3 tonnes/ha; demonstrates broader crop performance beyond rice. • 2024 Plantain Trial — East Palmerston, QLD (TR1 Fusarium Wilt trial) — zero TR1 disease in TBS-treated rows across three growing seasons (2021–2024) versus 10%+ infection rate in Syngenta chemical control; confirms pathogen suppression in verified "dirty" TR1 soil. • SESL Australia laboratory reports (2013–2020) — 9 reports covering humic fractions, CEC, nutrient profiles; supports product specification claims. • SGS Cairns geochemical analysis (2015) — full heavy metals screen: As <0.5, Cd 0.10, Cr 12, Pb <0.5, Hg 0.08, Ni 1.3 mg/kg DM; supports export market compliance documentation. • EAL humate analysis (2020) — independent IHSS humic fraction verification. • WHY HUMATES — comprehensive explanatory document covering physical, chemical, and biological mechanisms of soil modification; water retention; CEC; NPK synergy; disease resistance. For technical audience briefings. • Humic & Fulvic Acid — science of bio-availability; natural form versus chemical activation; persistency of natural versus manufactured humates. Core product differentiation document. • The Black Stuff FAQ — customer-facing explainer covering persistency, TR4 pathogen control, application rates, and frequently asked grower questions. • Why You Need to Know About The Black Stuff — introduces TBS; mycorrhiza stimulation, phosphate and urea humate formation, pathogen inhibition. Priority Assets To Be Created: • Product Data Sheet — one-page technical spec: product description, application rates, key analytical parameters, pack formats, pricing, contact. The single most critical sales tool for agronomist and distributor engagement.

## 13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

### Core topics you want to be known for.

TBS should be known as the world's only commercial-scale natural organic humate from the Southern Hemisphere — the geological origin story that no competitor can claim. Core topic authority: natural vs. synthetic humate (why Leonardite is not equivalent); Southern Hemisphere supply chain security for APAC buyers; organic certification eligibility and why processing method matters; biogenic carbon and ACCU Soil Carbon credit eligibility; verified trial results from Asian rice and tropical horticulture applications.

### Primary keywords/themes (the search terms and themes your ideal customers actually use)

#### Product & Origin

- natural organic humate Australia
- buy natural humate Australia
- Krakatoa humate Queensland
- Lynch's Crater humate
- Southern Hemisphere humate supply
- natural humic acid Australia
- humate bulk bags Australia

#### Market & Application

- organic soil conditioner Australia
- humate biostimulant APAC
- soil carbon amendment Australia
- natural humate vs Leonardite
- humic acid organic certification
- APVMA soil conditioner registration

#### Pathogen & Disease Resistance

- Fusarium wilt banana control organic
- Tropical Race 1 TR1 control Australia
- Tropical Race 4 TR4 humate banana
- soil pathogen suppression natural amendment
- Fusarium wilt organic alternative Syngenta

#### ESG & Carbon

- ACCU soil carbon methodology humate • biogenic carbon soil amendment
- Great Barrier Reef water quality fertiliser
- organic agriculture carbon sequestration Queensland
- natural capital investment Australia agriculture

## 14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

### **Primary business goal (your main focus for the next 6–12 months).**

Establish TBS dry natural organic humate as a recognised premium product in the Australian agricultural inputs market, and develop structured export channels to South-East Asia. Key near-term priorities: commission current NATA-accredited CoA and heavy metals screen; complete and distribute the product data sheet and agronomist information pack; engage at least three distributor or agronomist partners for domestic product rollout; and secure at least two repeat commercial orders from SE Asian buyers.

### **Key outcomes you care about (leads, sales, visibility, etc.).**

- Current NATA-accredited CoA and heavy metals screen completed — converts historical data to confirmed specification and unlocks distributor onboarding.
- Product data sheet and agronomist information pack distributed to at least 10 qualified agronomists within 60 days.
- At least one distributor partnership agreement (domestic) within 90 days — preferably a specialty organic input or soil health distributor.
- Minimum 10 m<sup>3</sup> in domestic orders within the first commercial sales quarter.
- At least two repeat export orders from SE Asia (Lao PDR, Vietnam, or Thailand) within 6 months.
- Organic certification pathway assessment completed — ACO/NASAA eligibility confirmed or pathway to eligibility documented.
- theblackstuff.com.au generating measurable inbound enquiries from organic search and direct traffic within 90 days of product data sheet publication.

### **Biggest constraints: what's limiting progress (time, budget, clarity, systems).**

- Current CoA not yet commissioned — the absence of a 2025/2026 NATA-accredited analytical result means all product specification claims rest on historical data. This is the single highest-ROI action item for both domestic distributor onboarding and export documentation.
- APVMA registration — required for commercial sales of TBS as an agricultural input in Australia at full commercial scale. Registration pathway to be scoped and initiated.
- Logistics and freight from Far North Queensland — ex-factory pricing is competitive; delivered pricing to southern states requires freight cost management. Pallet and bulk bag logistics to be optimised for distributor supply.
- Production volume — current extraction capacity from existing stockpile and permitted extraction area to be confirmed against commercial order pipeline.
- Brand awareness — TBS is not yet known to most Australian growers or agronomists. The product data sheet, agronomist relationship programme, and trial result summaries are the primary awareness-building tools.

## 15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

**Marketing Budget Range: an approximate amount you're comfortable investing.**

Product marketing investment is focused on high-ROI foundational assets. Indicative near-term budget: NATA-accredited CoA + heavy metals screen: ~\$4,500; C14 carbon dating: ~\$800; product data sheet design and print: ~\$800-\$1,500; agronomist information pack design: ~\$500-\$1,000; trial result summary (formatted for growers): ~\$500; website updates and SEO optimisation (Wix): ~\$500-\$1,000; field day attendance (AgForce or Hort Connections): ~\$1,500-\$3,000. Total indicative first-year product marketing budget: AUD 9,000-14,000. As distribution partnerships develop, co-op marketing arrangements with distributors can reduce direct spend. Paid digital (LinkedIn, Facebook/Instagram) to be introduced once CoA is confirmed and product data sheet is finalised.

**Decision-Maker: the person who approves spend and final decisions.**

Peter Topperwien — CEO of The Black Stuff (Australia) Pty Ltd. All marketing direction, product positioning decisions, pricing, distributor agreements, and expenditure approval are made by Peter. Contact: peter@theblackstuff.com.au.

## 16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

**Do you have permission to use testimonials/photos?**

Trial data from trials is owned by TBS and may be used in marketing materials. Photographs from trial sites are available for commercial use subject to confirmation of consent from local trial participants. Grower testimonials and trial site manager statements should be used only where explicit written consent has been obtained and where the grower's name and location are used with their permission. Soil laboratory reports from SESL Australia, SGS Cairns, and EAL are commissioned analytical documents; results may be cited with attribution to the originating laboratory and report reference.

**Industry Rules: any sector-specific regulations you must follow?**

- Australian Consumer Law (Cth) — all product performance claims (yield improvement data, humic acid percentages, soil biology outcomes) must be substantiated by independent evidence. Historical laboratory results must be presented accurately and distinguished from current NATA-accredited CoA results. Do not make claims that exceed what the existing analytical record supports.
- APVMA (Australian Pesticides and Veterinary Medicines Authority) — TBS product sold commercially as an agricultural input in Australia at full commercial scale requires APVMA registration. Marketing materials must accurately represent the current registration status. APVMA registration pathway to be initiated alongside CoA commissioning.
- Environmental Protection Act 1994 (Qld) — ongoing operational compliance with extraction and processing conditions under the existing Environmental Authority. Product marketing must not misrepresent the scope of currently permitted extraction.
- Organic Certification Standards — product claims regarding ACO, NASAA, or OMRI eligibility must be based on confirmed certification status. Until certification is granted, marketing materials must describe TBS as "certification pathway eligible" or "no chemical processing — organic certification pathway available" rather than "certified organic."
- Export regulations — agricultural product export to SE Asia, Japan, China, and Europe is subject to destination-country import registration and maximum residue limit (MRL) compliance. Heavy metals compliance documentation (SGS 2015 results, and current CoA once commissioned) must accompany export orders. EU-destination exports require EU PFC 6 heavy metals screen results.
- Consumer Protection — product data sheets, technical documents, and website content must be accurate, consistent with the analytical record, and reviewed whenever new CoA results are received. Yield improvement claims must identify the trial source, crop type, location, and date.

