

How the *THRIV* Movement and *ELGRO* Soil Amendments will change the nature of Agriculture

The THRIV movement is the next evolution in agriculture which transcends the concept of “Organic” Produce, by restoring superior richness to living soil through a revolutionary delivery process that supports healthy plants and produces more vibrant, tastier, and unparalleled nutrient-dense food.

Increasing Nutrient Density by as Much as 800%

“Changing agriculture as we know it and the conversation from simply a ‘lack of bad’ pesticides and synthetic fertilizers to a focus on healthy produce with measurably better nutrient density in our food. Amending our soil results in healthier humans and animals.”

- Joseph Monson, CEO of ELGRO

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Abstract

What is Organic Produce? What are “prohibited substances?”

According to USDA.gov, which certifies producers and produce as “USDA Organic,” the requirement for it the produce has to be grown “*on soil that had no prohibited substances applied for three years prior to harvest. Prohibited substances include most synthetic fertilizers and pesticides.”*

<https://www.usda.gov/media/blog/2012/03/22/organic-101-what-usda-organic-label-means>

The THRIV movement, to be launched in 2023, will be the next evolution in sustainable agriculture, raising the bar from USDA Organic to focus on the nutrient density of products made with living and amended soil. Several organizations are partnering to make this movement a reality, including:

- **THRIV Movement:** A non-profit organization launched in 2023 to promote nutrient-dense food production, healthy soil, and healthy humans and animals.
- **ELGRO Soil Amendment Products:** Offers products that are congruent and support both the Organic and THRIV movements in sustainable agriculture. Having licensed the leading-edge technology for agricultural GeoSerum pellets, ELGRO will partner with ADDA, LLC, which has millions of tons of unique mineral assets ideal for the soil amendment products it offers.
- **ADDA, LLC** is a partnership opportunity between the long-time owners of Volcanic Minerals and capital partners seeking to make a difference in the health and wellness of humans and their animals.

The THRIV movement, intended to launch in 2023, will support both the tenants of the Organic Produce movement (primarily a lack of pesticide and synthetic fertilizer use) and raise the bar in sustainable agricultural production of healthy foods, focusing on healthy and “living” soil, which produces nutrient-dense food for people and their animals. THRIV will educate farmers and consumers on the nutrient density of their food and how to achieve healthy soils which support nutrient-dense foods sustainably.

Living soil is achieved through the revitalization of the soil through the use of soil amendment products, which include the minerals, and micro-organisms for a healthy ‘soil biome,’ which science suggests supports healthy plans and results in nutrient-dense produce.

ELGRO is a Utah-based company that produces soil amendment products which include minerals from Lake Bonneville and its remnant, The Great Salt Lake. Its

unique source of millions of tons of ancient seabed, decomposed kelp beds, and air-fall volcanic ash make for the world's best source of minerals for soil amendment.

ADDA, LLC is a partnership opportunity between the long-time owners of Volcanic Minerals and capital partners that seek to profit from this unique opportunity and ideal macro environment to speculate on these capital assets of Volcanic Minerals. Volcanic minerals used in ELGRO soil amendment products offer a superior alternative to harmful synthetic fertilizers and pesticides, bringing life back to our depleted soils and resulting in nutrient-dense food and, ultimately, healthy humans and animals.

The THRIV Movement

The THRIV Movement changes the conversation from a lack of bad things used to produce healthy food (i.e., the Organic movement) to the good things needed to produce healthy, nutrient-dense food.

If we give the soil healthy nutrition, it will heal itself, and healthy soil will produce healthy plants that will heal and feed the humans in a way that satiates all the body systems promoting self-sufficiency and wellness.

Over-fertilized, depleted soils, pesticides, and pollution have dramatically reduced our ability to grow healthy, nutrient-dense foods. We already see overfed, malnourished humans that do everything they can to get the nutrition they need. We see developing countries without the ability to grow food for their people just because they don't know where to look for it.

Our mission is to rescue the world's soils, providing healthy plants that will feed humans in a way that would make Mother Nature proud.

Our minerals are all natural and contain the essential elements for restoring soils and regenerating plants, so we will be the best we can be as humans.

Imagine a world with:

No more malnutrition worldwide.

No more chemical poisons causing disease.

No more farms that look like the badlands.

No more price inflation on organic foods because we have a sufficient supply.

.....Imagine a world that THRIVES!

Those who participate in the THRIV Movement will be proud that we're giving the earth what she needs to regenerate healthy soils, plants, and humans. We will give the plants the minerals necessary for healthy regenerative function. We will give humans the healthiest foods and plenty of them. No more overpriced food products because of low or threatened supply. We will become a people that not

only live a good life but THRIVES because we give the soils, plants, and humans the tools we need to heal and prosper.

The unique nature of THRIV produce, which is grown on soil amended with the minerals and soil biome-supportive natural products that create living soil, exceeds the values of USDA Organic labeled foods. THRIV congruent agriculture supports the transfer of energy in Mother Natures' way. When used correctly, the minerals and soil biome burrow as deep as 48 inches below the surface, giving the soil a much greater reach to resources necessary to grow healthy, nutrient-dense foods.

Sustainable agricultural production of food, congruent with the THRIV movement, will naturally heal our soils using scientifically proven, expedited, and nature-inspired patterns and agricultural practices.

The THRIV Movement benefits everyone who values clean, healthy, nutrient-dense produce and is a level above Organic foods. Using Mother Nature's minerals and microorganisms to amend the barren, toxic, depleted soils, we revive, restore and make our plants healthier, leading to prosperous people and their animals.

ELGRO: SOIL AMENDMENT PRODUCTS

ELGRO was founded by Joseph Monson, a Utah-based scientist with decades of experience in sustainable farming practices, including soil amendment.

Joe has worked with farmers and agricultural product companies around the world. He has done everything from developing products to support nutrient-dense and sustainable agricultural production to developing soil amendment products that have produced larger and better barley, bigger and better Cannabis buds as much as 40% larger, that mature 3 weeks earlier. He has successfully formulated proprietary products to support the production of healthy foods worldwide. With experience in traditional and vertical farming, Joe has been part of nearly every agricultural production method used today and has used this experience to develop products optimized for the growth of natural and sustainable nutrient-dense foods.

ELGRO accesses nature's finest blend of minerals for soil amendment. It is taken from nature's most highly concentrated source in Utah's ancient sea and kelp beds with air-fall volcanic ash. ELGRO has developed a proprietary system for producing time-release "prill" pellet products that optimally deliver what healthy and living soils need most. With a combination of minerals, humic acid, and microorganisms, Joe has developed ELGRO GeoSerum pellets that are scientifically proven to support living soil that results in produce that is nutrient-dense and free of pesticides and synthetic fertilizers.

Plants need minerals to grow and deliver healthy crops. Plants absorb nutrients from the soil. Microorganisms in the soil help plants absorb the minerals they need. If the soil is poor, depleted, dead (no microorganisms), or toxic, healthy plants will not grow or grow poorly, and the product will have limited nutrient density.

We have all experienced poor-quality produce, even when it is Organic. From Organic strawberries that are scrawny and mold in just a couple of days to colorful but flavorless tomatoes with that weird white ring around their edge under their skin, we know that produce today is not optimal, it does not taste or provide the nutrients it used to. In stark contrast, we have also experienced the pleasure to be found in eating an heirloom tomato from a Farmer's Market produced with love and the nutrients they need for a vine-ripe flavor and nutrient density that delivers the flavor and health we want to enjoy in our food.

ADDA, LLC: MINERALS PARTNERSHIP

One of the Founders of Adda, LLC, is the Turning Green Trust, which was settled by the Nearman family. Based in Utah, the family are proud descendants of several of our founding fathers, including John Adams and many family members have served our country in the armed and special forces. The family views their role in promoting national health and wellness as a logical extension of the fundamental obligation to serve the moral principles that embody the American ethos. In that context, the family has long been supportive of natural health and supplements. As such, they recognize that they are in a unique position to share the value of the minerals of Lake Bonneville and the volcanic ash on their property in Utah in order to enhance the health of millions around the world. To bring this desire into fruition, the Nearman family and their team of experts have acquired the assets needed to improve our health and are aligned with hundreds of passionate supporters who are driven to integrate minerals into the agricultural, food product, cosmetic, and medical communities. The family's desire to share its abundant access to those minerals will promote the physical and mental health of many by restoring healthy soil and fostering the growth of vibrant, resilient plants for consumption.

In today's world of depleted and toxic soils, minerals are needed more than ever to restore soil with needed microorganisms that increase the ability of plants to access those minerals. When we grow the same plants in the same location for years, the soil will deplete of needed nutrients, especially minerals. When we till the soil, we often kill the microorganisms, which deplete the soil and result in dead soil where living soil and plants used to thrive.

Minerals are important because they transfer energy from the soil to the plant, which is transferred to humans and animals in their food. Commercial fertilizers replace only nitrogen, phosphorus, and potassium (NPK). This leaves the plants and grasses imitating a healthy look but does not result in healthy produce. If we continue these harmful practices, with ever-increasing amounts of synthetic

fertilizers and pesticides, more soil depletion is inevitable. Agricultural production on dead soils can only produce limited nutrient density in our food. Mineral-rich soil amendments, made with ADDA's unique mineral capital assets, are proven to increase the nutrient density of our soil, plants, and food.

ELGRO'S PROPRIETARY GEOSERUM PELLETS

ELGRO'S Geoserum Pellets are a proprietary product developed using the ADDA's unique mineral assets.

GeoSerum provides a broad spectrum of healthy minerals and microorganisms that deliver rapidly released minerals and burrow down into the soil as much as 48 inches deep. Aerobic soils are the key to water savings and carbon sequestration.

Why are pellets used in sustainable agriculture?

“Agricultural production with rock dust is inefficient, so the development of compressed “prill” pellets, ELGRO’s GeoSerum Pellets, with a combination of soil amendments, is optimal for transportation, storage, and use in commercial as well as at-home agriculture. The microorganisms are added in egg form, which springs to life as water nearly instantly hydrates the pellets, releasing the minerals, humates, and organisms directly to the root balls of target plants. We have seen truly dramatic results are dramatic when plants get what they need – from substantially more yield to tastier apples that don’t require the use of pesticides to alfalfa and barley and other plans sprouting in a matter of hours instead of days and maturing weeks earlier.”

- Joseph Monson, CEO of ELGRO

As the mineral pellets dissolve into the soil and are absorbed by the grass or plants, they deliver hundreds of nature's finest minerals with especially high amounts of the most important minerals, including Magnesium, Iron, Phosphorus, and Potassium. They also include the full spectrum of trace minerals that restore soils, support soil microbiome, regenerate plants, optimizes growth in plants, and increase the nutrient density of our foods. Nutrient-dense foods benefit humans physically, mentally, and emotionally.

Scientists focusing on sustainable agriculture postulate that nearly all agricultural lands are now deficient in vital minerals and the microorganisms that support healthy plants. Soil amendment is part of the solution to solve soil problems from depleted soil, and the low nutrient-density produce they grow. Soil amendment products give the soil what it needs to generate healthy plants so they will deliver the nutrients humans need to live a healthy life.

The science behind GeoSerum soil amendment pellets includes numerous studies

that suggest they dramatically increase the successful production of superior soils, thriving plants, and nutrient-dense produce. Thriving plants do not require harmful pesticides or synthetic fertilizers. Amending the soil ultimately produces nutrient-dense foods that support healthy humans and animals.

Benefits of ELGRO'S Geoserum Pellets in Soil Amendment:

1. **Living Soil:** Rapid release of minerals and microorganisms with deep penetrating technology allows oxygen to reach aerobic soil microbes, which use it to reproduce through respiration.
2. **Water Retention and Nutrient Availability:** Aerobic soil microbes' respiration is optimized by supporting their growth which dramatically increases the soil's spatial structure, nutrient availability, moisture retention, evaporative resistance, and organic pH buffering.
3. **Root Growth:** Roots favor areas of explosive growth from aerobic microbes due to the high concentration of plant-available nutrients and ease of growth in the enhanced spacial structure of the soil. Minerals and microbes have been confirmed to measure 48 inches deep in the soil.
4. **Nutrient Density:** By providing both the microbiome in the soil and the organic roots with the ultimate nutrient-rich soil serum that promotes rapid and healthy growth, plants mature faster, require less water, grow larger, and are naturally resistant to pests and extreme weather. Produce is measurably better for our consumption, with as much as 800% more mineral density.

ADDA, LLC PARTNERSHIP PROJECTIONS

The ADDA, LLC partnership opportunity includes the contribution of minerals as a capital asset to a partnership with a capital partner that contributes cash. The business purpose is to speculate on the minerals appreciating in value as a capital asset. While exit opportunities include the donation of minerals to organizations around the world for their use, the capital partner is encouraged to continue speculating on the increase in their value and participating as a partner in the ultimate monetization of the assets with companies like ELGRO that use the minerals in their

soil amendment or other products. Given its ability to determine whether the minerals will be held in the series based on an analysis of ongoing, currently-available data, the capital partner will play an active role in the ongoing management of the series partnership.

Today’s macro agra environment is characterized by food insecurity and inflation that is primarily fueled by a combination of a worldwide fertilizer shortage and disruptions in food production. As such, from an investment standpoint, the timing of this partnership opportunity could not be better. Critically, soil amendments dramatically reduce or eliminate altogether the need for synthetic fertilizers and pesticides.

2023-2050 Projections for Volcanic Ash and Magnesium Chloride								
	2022		2025	2030	2035	2040	2045	2050
	Appraisal	Gain / Year:	20%	12%	8%	8%	8%	8%
Value per Ounce	\$0.03		\$0.043	\$0.076	\$0.112	\$0.164	\$0.242	\$0.355
Value per Pound	\$0.48		\$0.69	\$1.22	\$1.79	\$2.63	\$3.86	\$5.68
Value per Ton (2000 lbs)	\$960.00		\$1,382	\$2,436	\$3,580	\$5,260	\$7,728	\$11,355
Partnership Investment:	US \$	Tons				\$	% of Value	
2022 Investment Value	\$200,000	208.33			Value Per Ton	\$960	100%	
2022 Investment Cost	\$50,000	208.33			Cost Per Ton	\$240	25%	
Capital Gains Projection:								
Capital Gain by Year	Basis Per Ton	Value	JV Expenses	%	Net Proceeds	Net Capital Gain	% Gain	Ave. % Gain
2022	\$240	\$960	\$192	20%	\$384	\$30,000	60%	60%
2025	\$240	\$1,382	\$276	20%	\$553	\$65,200	130%	33%

2030	\$240	\$2,436	\$487	20%	\$975	\$153,022	306%	34%
2035	\$240	\$3,580	\$716	20%	\$1,432	\$248,306	497%	35%
2040	\$240	\$5,260	\$1,052	20%	\$2,104	\$388,309	777%	41%
2045	\$240	\$7,728	\$1,546	20%	\$3,091	\$594,019	1188%	50%
2050	\$240	\$11,355	\$2,271	20%	\$4,542	\$896,276	1793%	62%

Summary

The THRIV Movement raises the bar to focus on the nutrient density of our food. This new movement and the products that support sustainable agriculture, including ELGRO’s soil amendment products which are in part made from the unique minerals from ADDA, will change agriculture as we know it. It will change the conversation from simply a “lack of bad” pesticides and synthetic fertilizers to **raising the bar to a focus on healthy produce with measurably better nutrient density** in our food. This will result in healthier humans and animals.

The science is clear, nutrient-dense foods benefit humans physically, mentally, and emotionally. You are invited to join us in our mission to bring the world this new focus on nutrient-dense food produced sustainably for our families and friends, our children, and those that follow us.

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