

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### ESPOMA ANNOUNCES THE AVAILABILITY OF TOMATO-TONE® ORGANICALLY BALANCED PLANT FOOD

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Premium plant food is formulated specifically to produce plump, juicy tomatoes

MILLVILLE, NJ ---- The Espoma Company, manufacturer of premium, organically balanced plant foods, announces the availability of Tomato-tone®. Consisting of a complex blend of quality organic ingredients fortified with enriched minerals, Tomato-tone is specifically formulated to provide safe, continuous feeding of tomatoes.

According to Espoma Vice President Serge Brunner, “By combining pure, natural ingredients in just the right balance with enriched minerals, we have formulated Tomato-tone to safely offer tomatoes the nutrients they need.”

The company formulated Tomato-tone based on the recommendation of 6 university studies. “Tomato-tone is rich in potassium which encourages overall hardiness and good health, and builds tolerance against heat and drought stress,” said Brunner. “It is also rich in phosphorus which encourages healthy root development and more vigorous production of plump, juicy tomatoes.”

Brunner added that unlike synthetic water-soluble fertilizers which provide a meal comparable to a fast food diet, Espoma’s Tomato-tone offers plants a healthy, balanced meal. “Tomato-tone has been formulated to provide plants with a slow, steady feeding of all 15 nutrients which are essential to plant health -- a claim no other plant food can make,” said Brunner.

In addition to the standard nitrogen, phosphorus and potassium nutrients (N-P-K) found in most plant foods, Tomato-tone, like all Espoma Tone products, provides 12 additional vital trace elements and micronutrients such as iron, calcium and magnesium.

Tomato-tone derives its 15 essential nutrients from a unique combination of the highest quality natural organic ingredients available including dehydrated manure, animal

tankage, crab meal, cocoa meal, bone meal, cottonseed meal, dried blood, sunflower meal, kelp, greensand, rock phosphate and sulfate of potash.

This balanced meal of complex organics creates a long-lasting reservoir of nutrients that feed plants safely and naturally. Brunner attributes this to two factors. “First, unlike most plant foods which derive their nutrients from one or two simple ingredients, Tomato-tone has a wide variety of ingredients which decompose and release their nutrients at different rates for a steady, continuous feeding,” said Brunner. “Second, the organics in Tomato-tone break down slowly, relying on a combination of temperature, moisture and soil microbial activity to release their nutrients. This safe, natural process means that Tomato-tone will not burn the plant or leach out of the soil.”

In addition, Tomato-tone does more than feed the plant, it also enriches the soil. “In fact, Tomato-tone actually improves the overall structure of the soil by adding humus and encouraging soil microbes -- another claim no other type of plant food can make,” remarked Brunner.

For best results, Brunner recommends using Tomato-tone for planting and feeding. “Tomato-tone’s higher proportions of phosphorus and potassium make it excellent for soil preparation,” said Brunner. “Prepare the soil in the early spring using Tomato-tone before planting. Then, once well established feed your tomato plants twice a month throughout the growing season of May through August. However, for maximum results, always read and follow label directions.”

Available in a ready-to-use, granular formula, Tomato-tone comes in a 5 lb. bag, and can be found at fine lawn and garden retail locations.

Since the 1929 introduction of its first organically balanced plant food, Espoma has led the industry with formulating complex blends of pure, natural ingredients to suit a whole range of different plants. Espoma offers 31 varieties of time-proven organic plant food products including Holly-tone®; Flower-tone™; Plant-tone®; Bulb-tone®; Garden-tone®; Rose-tone®; Tree-tone®; Turf-tone® and Espoma Organic®.

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