



ORGANIC

5 REASONS TO LOVE ♥ OUR SOILS!

SINCE 1929
Espoma
ORGANIC GARDEN SOIL
For Vegetables & Flowers
FOR ORGANIC GARDENING
For In-Ground Plantings
All Natural Garden Soil Enhanced with Earthworm Castings, Myco-tone[®], Alfalfa Meal, Kelp Meal & Feather Meal
Made in the U.S.A.

SINCE 1929
Espoma
ORGANIC RAISED BED MIX
All Natural & Organic
FOR ORGANIC GARDENING
For Raised Bed Gardening
All Natural Mix Enhanced with Earthworm Castings, Myco-tone[®], Alfalfa Meal, Kelp Meal & Feather Meal
Made in the U.S.A.

SINCE 1929
Espoma
ORGANIC POTTING MIX
For All Potted Plants
FOR ORGANIC GARDENING
For Indoor & Outdoor Containers
All Natural Potting Mix with Earthworm Castings, Myco-tone[®], Alfalfa Meal, Kelp Meal & Feather Meal
Made in the U.S.A.

SINCE 1929
Espoma
ORGANIC LAND & SEA
Gourmet Compost
FOR ORGANIC GARDENING
Contains Lobster & Crab Meal
All Natural Compost for Vegetables, Flowers, Trees & Shrubs
Made in the U.S.A.

SINCE 1929
Espoma
ORGANIC GARDEN SOIL
All Purpose Planting Mix
FOR ORGANIC GARDENING
For In-Ground Plantings
All Natural Garden Soil Enhanced with Earthworm Castings, Myco-tone[®], Alfalfa Meal, Kelp Meal & Feather Meal
Made in the U.S.A.



♥ **LOVED BY**
Loyal Customers!

“Our soil sales with Espoma have grown every year... we’re able to offer a premium product with an attractive price point. The brightly colored bags are easy to differentiate... I probably say “Look for the bright green bag” 50 times on a busy spring day, and customers know just what I mean.”

Regina Morrow – Hicks Nurseries – Westbury, NY



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1 THE MYCO-TONE[®] Advantage

ONLY Espoma Organic offers lightweight, peat based mixes that are fortified with earthworm castings, alfalfa meal, kelp meal, feather meal, yucca extract & **9 strains of mycorrhizae** that help:

- ✓ Roots establish fast
- ✓ Reduce watering needs
- ✓ Enhance nutrient uptake
- ✓ For large, beautiful blooms



✓ PREMIUM INGREDIENTS ✓ VALUE ✓ PROFITABILITY ✓ PACKAGING & SUPPORT ✓ BRANDING

2 VALUE & Profitability

Espoma Organic potting mixes are competitively priced to attract mainstream gardeners while earning you substantial profits. It's the best of both worlds – high quality products & packaging at prices people can afford. And you can easily manage your inventory with multiple ways to buy.

- ✓ Competitively priced for higher margins
- ✓ Choose from 14 sku to build a drop ship
- ✓ Mix & match smaller soils bags with your Espoma fertilizer drop ship
- ✓ Refill through distributor warehouses



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3 PACKAGING that Sells

Espoma's award winning packaging helps drive sales with eye catching displays on and off the shelf. Be sure to cross merchandise with your plants!

- ✓ Broad selection of 4 qt. & 8 qt. products
- ✓ Cross-sell with Espoma plant foods
- ✓ Shouts out 'ORGANIC' to consumer

"With the bright, eye catching packages coupled with a quality product and a trusted name, I have seen sizable increases in sales across the board."

Alex Boedeker - Southwood Nursery - Tulsa, OK





4 MARKETING & Advertising

Espoma has partnered with social media influencers **Laura LeBoutillier**, **Summer Rayne Oakes**, **Kevin Espiritu** & **Maria Failla** to create videos and content that inspire gardeners & drive demand for our soils & plant foods.

- ✓ 300+ videos featuring Espoma products
- ✓ 50m+ views annually & growing
- ✓ 5.5m+ combined followers
- ✓ 400+ blog posts you can share
- ✓ 280k+ Facebook fans & 2m+ annual page views
- ✓ National & regional print magazine ads
- ✓ Garden radio show sponsorships



Photographer: Joey L.
for Homestead Brooklyn

SUMMER RAYNE OAKES -
HOMESTEAD BROOKLYN



LAURA LEBOUTILLIER -
GARDEN ANSWER



KEVIN ESPIRITU -
EPIC GARDENING



MARIA FAILLA -
BLOOM & GROW RADIO



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5

TRUSTED Brand & Support

Your staff & customers already know Espoma and its fertilizers. It's a brand that people have trusted for over 90 years. Build off that success and let our sales team help you make Espoma the one stop shop for all your organic gardening needs:

- ✓ Product knowledge training
- ✓ Best practices for merchandising & advertising
- ✓ Show you the best ways to buy & maximize your profits



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“In an effort to strengthen our organic offering in soils, we moved over to the full line of Espoma Organic Soils, in all sizes. We felt it gave us a more cohesive look and that our customers trust the Espoma name for organics. The line has been quite successful.”

*Katherine Gaudioso, Manager
Garden Supply Company - Cary, NC*

