



**ORGANIC<sup>®</sup>**



**AMERICA'S ORIGINAL ORGANIC FERTILIZER**

2026 Catalog

## ORGANIC FROM THE BEGINNING

Since 1929, The Espoma Company has been the pioneer in natural gardening solutions. Throughout this time, almost everything that could change has changed. But through four generations of family ownership, the core principle that has guided us has remained the same: Develop the finest, most effective natural and organic products that work in harmony with nature to grow beautiful lawns & gardens, preserve natural resources, and make a greener world for future generations.



# ROOTED IN HISTORY

## A Family Tradition Since 1929



### WHAT SETS US APART

- ✓ Largest Manufacturer of Organic Plant Foods
- ✓ Most Extensive Line of Organic Gardening Products
- ✓ Over 95 Years of Experience in Natural Organics
- ✓ Supported by over 80% of Top 100 IGC's
- ✓ Approved for Organic Use by the CFDA
- ✓ Award-Winning, Bio-Preferred Packaging
- ✓ Solar Powered Manufacturing Facility
- ✓ Dedicated Sales Team Supporting IGC's

### 100% SOLAR POWERED

Solar power provides Espoma with a clean and renewable energy source for its entire NJ operation. This reduces greenhouse gas emissions by over 1.6m lbs/year as well as reducing dependence on foreign fossil fuel energy.





# New Granulation System Leads to Return of **TURF-TONE™ LAWN FOODS**



Our new granulation facility in Hegins, PA allows us to make beautiful prills that are virtually dust free, more durable, & easy to apply with spreaders. Given the new capability, it seemed the perfect time to revamp our lawn food line. Since most consumers know us by our popular tone family of products, we thought it would be best to bring back our very first lawn food brand – Turf-tone. Originally launched in 1961 as a 50% organic lawn food, we’re now bringing it back as the umbrella brand for 4 popular products that will replace our original lawn program.

## 4 GREAT LAWN PRODUCTS

- ✓ All Season Lawn Food (9-0-1) with 1% Fe & Bio-tone® microbes
- ✓ Lawn Starter (4-6-3) with Bio-tone microbes
- ✓ Fall Winterizer (8-0-5) winter strong formula
- ✓ Weed Preventer (9-0-0) from 100% pure granular corn gluten



# THE TONE FAMILY



- ✓ 100% NATURAL & ORGANIC APPROVED
- ✓ SAFE FOR PEOPLE, PETS AND THE ENVIRONMENT
- ✓ ENHANCED WITH BIO-TONE® BENEFICIAL MICROBES
- ✓ LONG LASTING – WON'T BURN OR LEACH AWAY
- ✓ RESEALABLE, BIO-PREFERRED PACKAGING

For over 95 years, the Espoma Tones have defined the naturally beautiful garden. The Tone products are made from complex blends of the finest natural & organic ingredients. No sludges or fillers are ever used. They are enhanced with our Bio-tone® beneficial microbes to help plants establish fast, develop deeper roots, and have superior blooms. And because every ounce of product is made in our state-of-the-art manufacturing facility, consistency and quality are guaranteed.

## Bio-tone® Starter PLUS 4-3-3

- | Bio-active plant food **Plus Mycorrhizae**
- | For Everything You Plant
- | For enhanced root development
- | In 5 oz., 4, 8, 18 & 25 lb. bags
- | In 4 lb. display bins



## Garden-tone® 3-4-4

- | Originally developed for professional gardeners
- | Provides safe, continuous feeding for all vegetables
- | In 4, 8, 18 & 36 lb. bags
- | In 4 lb. display bin



## Tomato-tone® 3-4-6

- | Helps prevent blossom end rot
- | Specially formulated to produce consistently plump, juicy tomatoes
- | In 4, 8 & 18 lb. bags
- | In 4 lb. display bin



## Flower-tone® 3-4-5

- | Formulated to feed annuals and perennials
- | Low in Nitrogen and rich in Potash
- | Promotes and prolongs abundant blooms
- | In 4 & 18 lb. bags



## Tree-tone® 6-3-2

- | For planting and feeding shade, fruit and ornamental trees
- | A complex blend of natural organics
- | Helps in the development of the entire tree
- | In 4, 18 & 36 lb. bags



## Rose-tone® 4-3-2

- | Preferred by professional rosarians
- | Provides a safe, long-lasting reservoir of nutrients
- | The safe way to prize winning blooms
- | In 4, 8 & 18 lb. bags



# FOR ACID LOVING PLANTS



## Holly-tone® 4-3-4

- | The 'Original' acid loving plant food
- | Contains Elemental Sulfur
- | In 4, 8, 18, 36 & 50 lb. bags
- | In 4 lb. display bins



## Azalea-tone® 4-3-4

- | Better blooms & foliage
- | For organic gardening
- | Long lasting & slow release
- | In 4, 8 & 18 lb. bags



## Evergreen-tone® 4-3-4

- | Promotes growth and color
- | For organic gardening
- | Long lasting & slow release
- | In 8 & 18 lb. bags



## Berry-tone® 4-3-4

- | Bigger fruit and growth
- | For organic gardening
- | Long lasting & slow release
- | In 4 & 18 lb. bags



## Plant-tone® 5-3-3

- | An all natural, all purpose premium blend
- | Excellent starter plant food
- | In 4, 8, 18, 36 & 50 lb. bags



## Iron-tone® 3-0-3

- | Provides Iron & Sulfur
- | Helps lower pH
- | Turns yellow to green
- | In 5 & 20 lb. bags



## Bulb-tone® 3-5-3

- | Perfect for all bulbs: tulips, daffodils, crocus & hyacinths
- | Rich in Bone Meal & other natural organics
- | Provides complete, balanced feeding
- | In 4 & 18 lb. bags



## Palm-tone® 4-1-5

- | For all palm and hibiscus
- | Formulated from university recommendations
- | In 4 & **NEW 18 lb.** bags



## Citrus-tone® 5-2-6

- | Specially formulated to produce abundant and flavorful citrus fruit
- | Based on university recommendations
- | In 4, 8 & 18 lb. bags

# ORGANIC SOIL MIXES

## NEW & IMPROVED – With lighter formulas!

Espoma Organic Potting Mixes & Garden Soils are beautifully packaged and priced to sell.

These lightweight mixes are enhanced with the following performance boosting ingredients:

- **MYCO-TONE®** • **YUCCA EXTRACT**
- **ALFALFA MEAL** • **KELP MEAL**
- **FEATHER MEAL**
- **EARTHWORM CASTINGS**



### Organic Seed Starter

- | Enhanced with Myco-tone®
- | Improves moisture retention
- | In 8 qt. & 16 qt. bags



### Organic Cactus Mix

- | Enhanced with Myco-tone®
- | Improves aeration
- | In 4 qt. & 8 qt. bags



### Organic Earthworm Castings

- | Provides organic Nitrogen
- | Adds organic matter to soils
- | In 4 qt. bags



### Bonsai Mix

- | All natural potting mix
- | Optimum drainage & aeration
- | In 4 qt. bags



### Organic Charcoal

- | Improves aeration and moisture retention
- | In 4 qt. bags



### Organic African Violet Mix

- | Improves aeration and moisture retention
- | In 4 qt. bags



### Organic Orchid Mix

- | Improves drainage & aeration
- | In 4 qt. bags



### Organic Peat Moss

- | All natural Sphagnum Peat Moss
- | In 8 qt. bags



### Organic Perlite

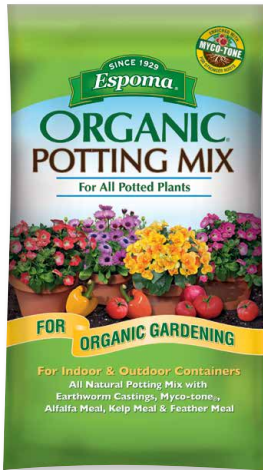
- | All natural – 100% pure
- | In 8 qt. bags



# THE MYCO-TONE® ADVANTAGE

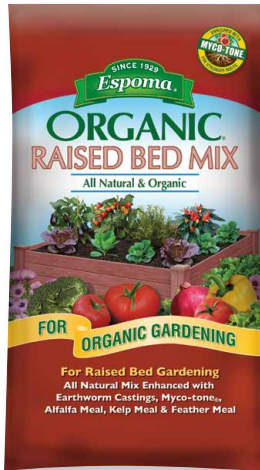


- ✓ BIGGER BLOOMS & STRONGER ROOTS!
- ✓ INCREASED NUTRIENT & WATER UPTAKE!
- ✓ BETTER GROWTH WITH LESS WATERING!



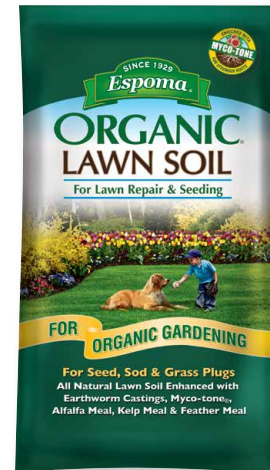
## Organic Potting Mix

- | Enhanced with Myco-tone®
- | Fortified with Worm Castings, Alfalfa Meal, Kelp Meal & Feather Meal
- | In 4, 8, 16 qt., 1 & 2 cu. ft. bags



## Organic Raised Bed Mix

- | Perfect organic mix for raised beds
- | Enhanced with Myco-tone®
- | Fortified with Worm Castings, Alfalfa Meal, Kelp Meal & Feather Meal
- | In 1.5 cu. ft. bags



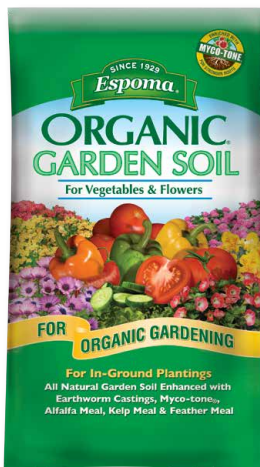
## Organic Lawn Soil

- | For lawn repair & seeding
- | Enhanced with Myco-tone®
- | Fortified with Worm Castings, Alfalfa Meal, Kelp Meal & Feather Meal
- | In 1 cu. ft. bags



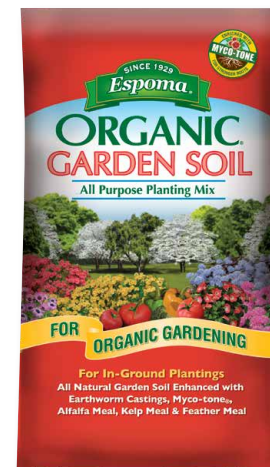
## Land & Sea Compost

- | Rich organic compost
- | Includes Crab & Lobster Shells
- | Enhanced with Myco-tone®
- | In 1 cu. ft. bags



## Organic Vegetable & Flower Garden Soil

- | Enhanced with Myco-tone®
- | Fortified with Worm Castings, Alfalfa Meal, Kelp Meal & Feather Meal
- | For in-ground plantings
- | In 1 cu. ft. bags



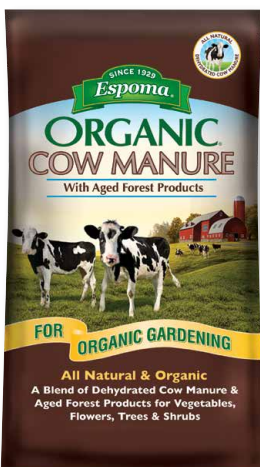
## Organic All-Purpose Garden Soil

- | Enhanced with Myco-tone®
- | Fortified with Worm Castings, Alfalfa Meal, Kelp Meal & Feather Meal
- | For in-ground plantings
- | In 1 cu. ft. bags



## Mushroom Compost Blend

- | Rich organic compost blend
- | Improves soil structure
- | In .75 cu. ft. bags



## Cow Manure

- | Rich manure compost blend
- | Improves soil structure
- | In 1 cu. ft. bags



**NEW!**  
Turf-tone™

# ORGANIC LAWN CARE



### Turf-tone™ Lawn Starter

- | 4-6-3 analysis
- | Contains Bio-tone® microbes
- | Promotes strong root growth
- | 30 lbs. covers up to 3,000 sq. ft.



### Turf-tone™ All Season

- | 9-0-1 analysis
- | Contains Bio-tone® microbes
- | With non-staining Iron
- | 28 lbs. covers up to 5,000 sq. ft.
- | 14 lbs. covers up to 2,500 sq. ft.



### Turf-tone™ Weed Preventer

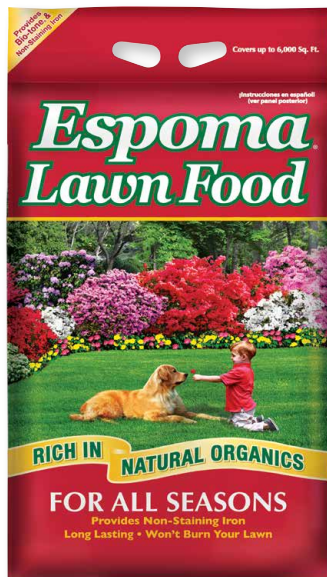
- | 9-0-0 analysis
- | 100% Corn Gluten Meal
- | Granulated for easy spreading
- | Prevents crabgrass & other weeds
- | 25 lbs. covers up to 2,500 sq. ft.



### Turf-tone™ Fall Winterizer

- | 8-0-5 analysis
- | Helps lawns recover from summer drought
- | Extra potash for next year Spring greening
- | 30 lbs. covers up to 5,000 sq. ft.

LAWN CARE THAT IS SAFE FOR KIDS, PETS, & THE ENVIRONMENT



### Espoma Lawn Food

- | 15-0-5 analysis
- | Enhanced with Bio-tone® microbes
- | Contains non-staining Iron
- | Granulated mix for less dust
- | 20 lbs. covers up to 6,000 sq. ft.
- | 40 lbs. covers up to 12,000 sq. ft.



### Lightning Lime®

- | 5X the coverage of regular pelletized limestone
- | Adjusts pH fast (just 6-8 weeks)
- | Dust free formula
- | Approved for organic gardening
- | 30 lbs. covers up to 5,000 sq. ft.



### Iron-tone®

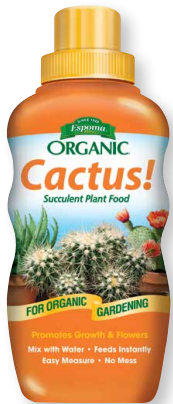
- | 3-0-3 analysis
- | Provides Iron & Sulfur
- | Helps lower pH
- | Turns yellow to green
- | Non-staining formula
- | 20 lbs. covers up to 5,000 sq. ft.



# LIQUID PLANT FOODS



EASY  
MEASURE CAP



## Cactus! 1-2-2 SUCCULENT PLANT FOOD

- | Promotes growth & flowers
- | For indoor plants
- | In 8 oz. concentrate

## Indoor! 2-2-2 HOUSEPLANT FOOD

- | Promotes growth & greening
- | For indoor plants
- | In 8 oz. concentrate

## Violet! 1-3-1 AFRICAN VIOLET FOOD

- | Promotes flowering
- | For indoor plants
- | In 8 oz. concentrate

## Orchid! 1-3-1 BLOOM BOOSTER

- | Promotes flowering
- | For indoor plants
- | In 8 oz. concentrate

# FEEDS PLANTS INSTANTLY

## For Indoor & Outdoor Plant Care

PACKAGING  
MADE FROM  
25% RECYCLED  
PLASTIC



## Bloom! 1-3-1 SUPER BLOSSOM BOOSTER

- | Stimulates abundant fruit
- | Promotes & prolongs flowering
- | In 16 oz. concentrate



## Tomato! 1-3-1 TOMATO & VEGETABLE FOOD

- | Grows plump, juicy tomatoes
- | With Calcium to prevent blossom end rot
- | In 8 oz. & 16 oz. concentrate



## Grow! 2-2-2 ALL PURPOSE PLANT FOOD

- | Promotes growth & greening
- | For indoor & outdoor plants
- | In 16 oz. concentrate





### Soil Acidifier

- | Turns hydrangeas blue
- | Lowers the pH of soils & allows acid loving plants to achieve optimum growth
- | Long-lasting, highly-effective
- | Safer than Aluminum Sulfate
- | In 6 & 30 lb. bags



### Garden Lime

- | Turns hydrangeas pink
- | Adjusts the pH of excessively acidic soils
- | Pelletized for easy application
- | Much safer than hydrated lime
- | In 5 lb. bags



### Compost Starter

- | Unique, 100% bio-organic mix
- | Includes heat active microbes, used to speed the decomposition of difficult materials
- | In 4 lb. bags



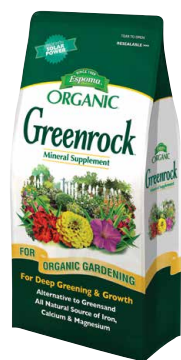
### Kelp Meal 1-0-2

- | Brown seaweed harvested from cold waters then processed at low temperatures and dried
- | An excellent soil conditioner & a rich source of minerals
- | In 4 lb. bags



### Rock Phosphate 0-3-0

- | All natural
- | Pelletized for easy application
- | Contains 3% available & 24% total Phosphate
- | In 7.25 & 28 lb. bags



### Greenrock™

- | All-natural alternative to Greensand
- | Source of Iron, Calcium & Magnesium
- | For Organic Gardening
- | In 7 lb. bags



### Cottonseed Meal 6-2-1

- | Unique processing makes it very easy to use
- | An excellent, 100% organic plant food for use on trees & shrubs
- | In 3.5 lb. bags



### Garden Gypsum

- | Pelletized for easy application
- | Loosens heavy clay soils
- | Helps cure turf burns from ice-melters and pets
- | In 6 & 36 lb. bags

# ORGANIC PLANT FOODS



## Blood Meal 12-0-0

- | Safe source of organic Nitrogen
- | Naturally produces more vigorous plants with richer, greener leaves
- | A time proven remedy for sickly plants
- | In 3 & 17 lb. bags



## Bone Meal 4-12-0

- | All natural source of organic Phosphorus & Nitrogen
- | Domestic Bone Meal is 100% pure, with no additives or fillers
- | For bulbs and all perennials at planting time
- | In 4, 8 & 24 lb. bags



## Chicken Manure 5-3-2

- | All natural poultry manure
- | Dehydrated and granulated for easy application
- | Approved for organic gardening
- | In 3.75 & 25 lb. bags



## Alfalfa Meal 2-0-2

- | All natural & organic
- | Enhances growth & blooming
- | Apply directly to soils or make alfalfa tea fertilizer
- | In 3 lb. bags

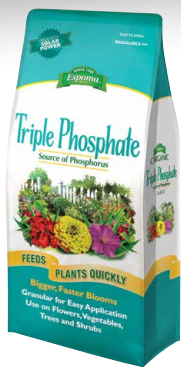
# PERFECT PLANTS START WITH PERFECT SOIL

## Soil Perfector®

- | All natural soil conditioner
- | Permanently improves clay & sandy soils
- | Add to all potting mixes & soils
- | Prevents compaction & promotes root growth
- | One time application won't break down
- | In 30 lb. bags



# CONVENTIONAL PLANT FOODS



## Triple Phosphate 0-45-0

- | An enriched source of Phosphorus
- | Helps root growth, fruit & flower formation
- | Granular for easy application
- | In 6.5 lb. bags



## Garden Food 5-10-5

- | An agricultural grade, all purpose plant food
- | Helps plants quickly absorb major nutrients
- | Less Nitrogen & Potassium than 10-10-10
- | In 6.75 lb. bags



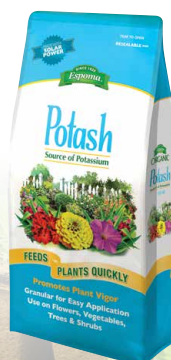
## Urea 45-0-0

- | An enriched source of Nitrogen fertilizer
- | Promotes green color & rapid growth
- | In 4 lb. bags



## Garden Food 10-10-10

- | A general purpose garden food that provides the three major nutrients in equal amounts
- | Promotes vigorous growth in all flowering plants and vegetables
- | In 6.75 lb. bags



## Potash 0-0-60

- | An enriched source of Potassium
- | Promotes plant vigor and disease resistance in all flowering plants, shrubs, trees & vegetables.
- | In 6 lb. bags

## FOUR BEAUTIFUL BINS

Cross Merchandise Inside or Outside



# MERCHANDISING



# DIGITAL MARKETING

## ESPOMA BRAND PARTNERS

THE BEST EXPERTS IN GARDENING  
RECOMMEND ESPOMA ORGANIC PRODUCTS



LAURA LEBOUTILLIER  
@GARDENANSWER



KALEB WYSE  
@WYSEGUIDE



MARIA FAILLA  
@GROWINGJOYWITHMARIA



Photographer: Joey L.  
for Homestead Brooklyn

SUMMER RAYNE OAKES  
@HOMESTEADBROOKLYN  
@FLOCKFINGERLAKES



NICK CUTSUMPAS  
@FARMERNICK



SKYE HAMILTON  
@HAMILTONHOUSEDESIGNS  
THE HYDRANGEA QUEEN

- ✓ Over 6K YouTube Videos & 250 Podcast Episodes
- ✓ Over 750M YouTube Views & Growing
- ✓ 11M+ Followers/Subscribers combined
- ✓ 2M+ Podcast Episode Downloads

## CONNECT WITH US!



Learn More

- ✓ FOLLOW Us on Instagram | Facebook | YouTube
- ✓ SHARE Our Social Content | Media | Digital Assets
- ✓ TAG @EspomaOrganic in Espoma Related Content
- ✓ USE #Espomaorganic and or #Espomagrown



1-800-634-0603 | [www.espomadealer.com](http://www.espomadealer.com)

# SUPPORT & SOCIAL MEDIA

## **DIGITAL ADVERTISING**



- ✓ Over 39 Million+ Social Impressions
- ✓ Advertising is Viewed Across Multiple Channels
- ✓ Drive Viewers to 'Where to Buy' at Espoma.com
- ✓ Video Ads Available to Download and Share
- ✓ Espoma Ads Reach Gardeners from Coast to Coast



HERITAGE AD



INDOOR AD



ESPOMA ORGANIC VS CHEMICAL GUY



OUTDOOR AD

### CHECK OUT **THE MONTHLY SCOOP**

#### DEALER NEWSLETTER

- ✓ New & Seasonal Updates
- ✓ Sharable Social Links
- ✓ Must See Merchandising & More!
- ✓ Sign Up & View at [Espomadealer.com](http://Espomadealer.com)

### ESPOMA.COM **WHERE TO BUY**

#### EARN AN A+ LISTING

- ✓ Buy \$5k+ in Fertilizers for A+ Fert
- ✓ All Soil Drop Ships Earn A+ Soils
- ✓ Tell Customers You Have the Products They Want!
- ✓ Stand Out & Close the Sale!





# ORGANIC<sup>®</sup>



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6 Espoma Road, Millville, NJ 08332 | 1-800-634-0603 | [www.espomadealer.com](http://www.espomadealer.com)