



ORGANIC[®]



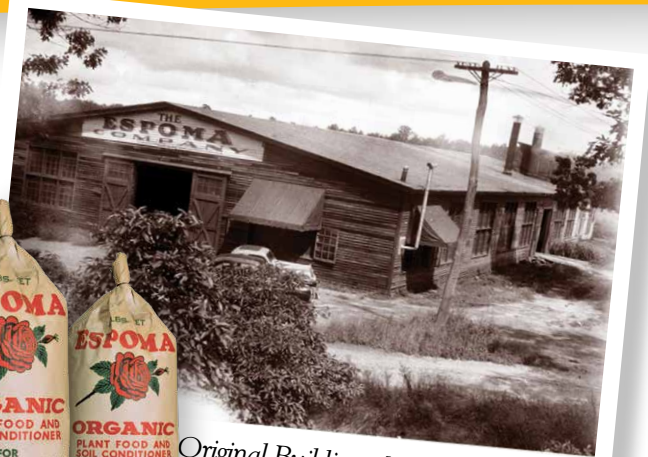
AMERICA'S ORIGINAL ORGANIC FERTILIZER

2027 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 five 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.



Original Building - Millville, NJ - 1929

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 CDFA
- ✓ 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.



WHAT'S NEW FOR 2027



Espoma Welcomes 5th Generation

"It's a tradition that began with my great-grandfather — and nearly 100 years later we're excited to welcome the fifth generation of our family into the business. Some of you may remember my daughter, Jordan Brunner, from past marketing campaigns. She has now officially joined the company and is starting to learn the business and industry. It's a proud moment for our family, and for the future of Espoma." – Jeremy Brunner

NEW PRODUCTS

From our Best Selling Categories



NEW PRODUCTS AND SIZES COMING IN 2027

From premium soil mixes to natural plant foods and lawn care solutions, our latest additions offer something for every organic gardener. New sizes and innovative products make it easier than ever to grow naturally with Espoma.

Follow, Share & Tag



THE TONE FAMILY



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

- ✓ 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.



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 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 & **NEW 8 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 & 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

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 Houseplant Mix

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



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 & **NEW 16 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

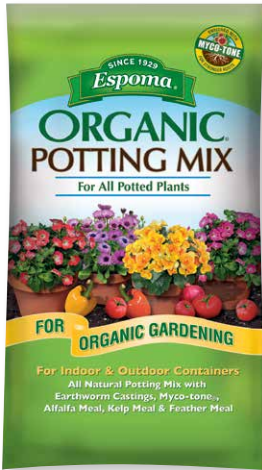
- | All natural - 100% pure
- | In 8 qt. bags



THE MYCO-TONE® ADVANTAGE

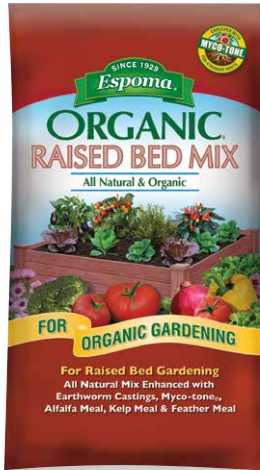


- ✓ BIGGER BLOOMS & STRONGER ROOTS!
- ✓ INCREASED NUTRIENT & WATER UPTAKE!
- ✓ BETTER GROWTH WITH LESS WATERING!



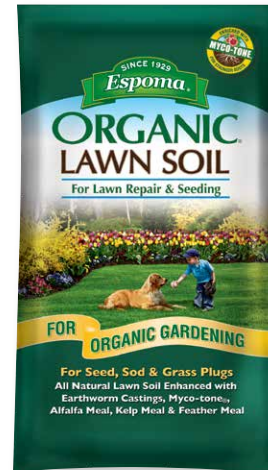
Organic Potting Mix

- | 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



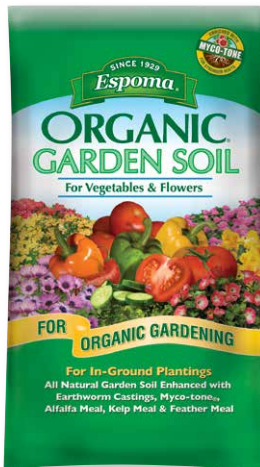
Organic Lawn Soil

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



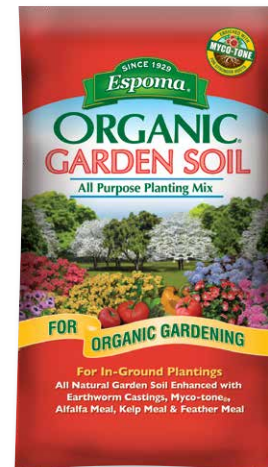
Land & Sea Compost

- | 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



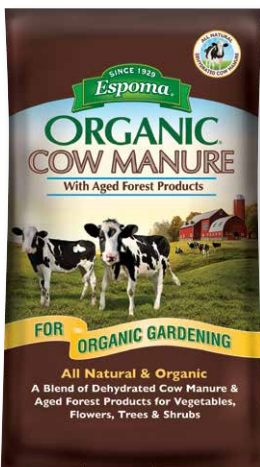
Organic All-Purpose Garden Soil

- | 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



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.
- | **NEW 6.75 lbs.** covers up to 675 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.



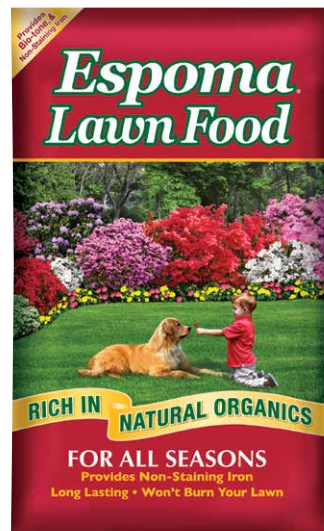
Turf-tone™ All Season

- | 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™ 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.



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



Citrus! 2-2-2 FRUIT & CITRUS FOOD

- | Promotes big, juicy fruit
- | For indoor plants
- | In 8 oz. concentrate



Violet! 1-3-1 AFRICAN VIOLET FOOD

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



Cactus! 1-2-2 SUCCULENT PLANT FOOD

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



Indoor! 2-2-2 HOUSEPLANT FOOD

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



Orchid! 1-3-1 BLOOM BOOSTER

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

8 oz. concentrates make up to 6 gallons

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

16 oz. concentrates make up to 12 gallons

Follow, Share & Tag





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



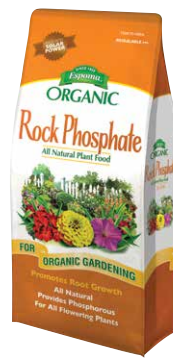
Compost Starter

- | 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 lb. bags



Greenrock™

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

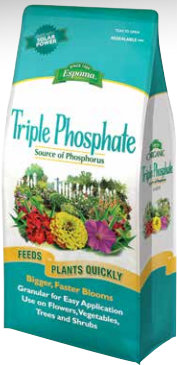
- | All natural soil conditioner
- | Permanently improves clay & sandy soils
- | Add to all potting mixes & soils
- | Prevents compaction & promotes root growth
- | One time application won't break down
- | Creates a physical barrier to voles
- | In 30 lb. bags



Follow, Share & Tag



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



Urea 45-0-0

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



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



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

FOUR BEAUTIFUL BINS

Cross Merchandise Inside or Outside



MERCHANDISING



DIGITAL MARKETING

ESPOMA BRAND PARTNERS



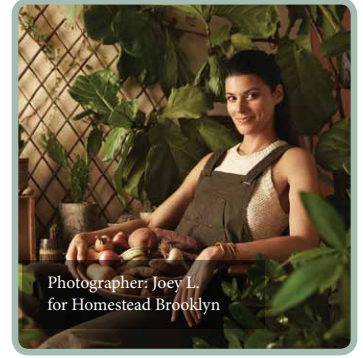
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for Homestead Brooklyn

SUMMER RAYNE OAKES
@HOMESTEADBROOKLYN



NICK CUTSUMPAS
@FARMERNICK



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- ✓ 7K+ YouTube Videos & 800M+ Views
- ✓ 300+ Podcast Episodes & 3M+ Downloads
- ✓ 11M+ Followers/Subscribers

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www.espoma.com
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DEALER PORTAL



NEW DEALER PORTAL

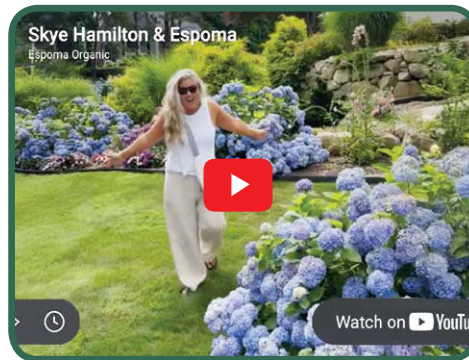
We're excited to introduce our newly relaunched website, which now brings both our consumer experience and dealer resources together at **Espoma.com**. This streamlined platform makes it easier than ever for dealers to have direct access to the tools and support they need through a dedicated **Dealer Portal**. By combining both experiences into a single destination, we've created a more seamless, efficient, and user-friendly experience for everyone.



SUPPORT & SOCIAL MEDIA

DIGITAL ADVERTISING

- ✓ Over 25 Million Social Impressions
- ✓ Driving Product Demand & Retail Traffic
- ✓ Largest Ad Campaign in History
- ✓ Nationwide Across Multiple Platforms
- ✓ 4 NEW Ads Available to Download & Share



CHECK OUT **THE MONTHLY SCOOP** DEALER NEWSLETTER

- ✓ New & Seasonal Updates
- ✓ Sharable Social Links
- ✓ Must See Merchandising & More!
- ✓ Sign Up & View at [Espoma.com](https://www.espoma.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!





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