



ORGANIC



**WHEN YOU USE THE ORIGINAL,
IT SHOWS.**

2023 Catalog



OUR COMMITMENT

Cover: Maria Failla, Bloom & Grow Radio
Photographer: Sunday Morning Studio

COMMITTED TO THE ENVIRONMENT

Espoma Organic® products utilize renewable and sustainable ingredients, helping to reduce their carbon footprint, and contribute to a safer, cleaner world. The Espoma Company is also a strong supporter of many community, educational, and other non-profit organizations that work and strive for a positive change to the environment for future generations.

Organic Approved



- ✓ Approved for Organic Use by the CDFA
- ✓ Utilize Renewable and Sustainable Ingredients
- ✓ Never Uses any Sludges or Fillers
- ✓ Certificate of Environmental Stewardship
- ✓ Safe for People, Pets and the Planet



Original Building - Millville, NJ - 1929



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.

Bio-Preferred Packaging

Made with
25%
plant-based
resin



The Espoma Company continues to lead the industry in innovative packaging. Our new greener packaging contains resin from sugarcane, a renewable and sustainable source of plastic. This new plant based packaging is the first green packaging for plant foods in the US!

- ✓ The First 'Green' Packaging in Plant Foods
- ✓ 25% Plant Resin from Sugarcane
- ✓ Renewable & Sustainable Source of Plastic
- ✓ Reduces Reliance on Petroleum
- ✓ Trusted Certification through the USDA

100% SOLAR POWER

Espoma's manufacturing facility is 100% solar powered and consists of panels that cover nearly 43,000 sq. ft. of warehouse rooftops and 24,000 sq. ft. of office ground.

- ✓ The Current Solar System: Covers 67,000 sq. ft.
- ✓ Produces > 810,000 Kilowatt hrs. (kWh) of Electricity
- ✓ Saves > 1.6 M lbs. of Greenhouse Gas Emissions Yearly
- ✓ Reduces as Much CO2 as Planting Two Million Trees

Every Plant Food is made
from Solar Energy.



ESPOMA ORGANIC® AND NATIONAL GARDEN CLUBS
ARE PARTNERING TO HELP COMMUNITIES



Plant America!

Espoma has partnered with National Garden Clubs to support local garden projects and programs to provide inspiring opportunities that bring neighbors, cultures and generations together to share the experience and joy of gardening. As recognition of the valuable resource that clubs contribute to their communities, local garden clubs across America will be awarded grants. Recipients will earn up to \$250 of Espoma Organic Plant Foods & Potting Soils. Local clubs can sign up at: www.espoma.com/garden-clubs. Plant America!

Zero Waste Manufacturing

Espoma has always been a minimal waste manufacturing facility and continues to strive to create zero waste during its manufacturing processes.

- ✓ Zero Raw Material Waste
- ✓ Largest Recycler of Manure
- ✓ Prevents Millions of lbs. of Raw Manure from Leaching into Waterways



Sustainability & Partnerships

OTHER SUSTAINABLE EFFORTS

- ✓ New Green Office & Onsite Recycling
- ✓ Pollinator Garden at Headquarters
- ✓ Safe Paws Lawn Care Education
- ✓ National Garden Club Plant America! Grant Program
- ✓ Support Community and Children's Gardening Programs



1-800-634-0603 | www.espomadealer.com

Follow us on:

THE TONE FAMILY

- ✓ One Formula – 4 Great Products!
- ✓ Holly-tone – Category Leader



- ✓ 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 Hook & Loop Bag Closure

For over 90 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

acid loving plants

- | | |
|------------|-----------------|
| Andromeda | Mountain Laurel |
| Azalea | Magnolia |
| Bayberry | Oak |
| Blueberry | Pachysandra |
| Camellia | Pieris |
| Dogwood | Pine |
| Evergreens | Raspberry |
| Hemlock | Rhododendron |
| Holly | Spruce |
| Hydrangea | Strawberry |
| Juniper | |



Holly-tone® 4-3-4

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



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



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 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





New & Improved SOIL MIXES

Espoma Organic Potting Mixes & Garden Soils are better than ever! 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 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 Moisture Mix
 | Enhanced with Coir
 | Contains Myco-tone® & Worm Castings
 | In 8 qt. & 1 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



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



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



Cow Manure
 | Rich manure compost blend
 | Improves soil structure
 | 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



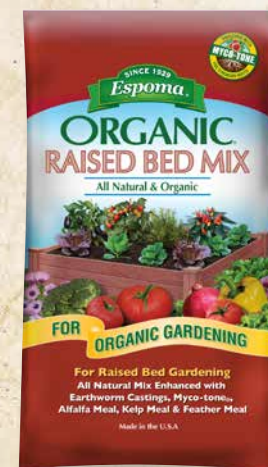
Organic Orchid Mix
 | Improves drainage & aeration
 | In 4 qt. bags



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



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



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



Mushroom Compost Blend
 | Rich organic compost blend
 | Improves soil structure
 | In .75 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

✓ Bigger Blooms & Stronger Roots!

✓ Increased Nutrient & Water Uptake! ✓ Better Growth with Less Watering!

ORGANIC PLANT FOODS



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 6.75 lb. bags



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, 10 & 24 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



*Greensand

- | Pelletized for easy application
- | A mined mineral, rich in the soil conditioning element Glauconite
- | Rich in trace elements
- | In *6 & *30 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



Chicken Manure 5-3-2

- | All natural & organic
- | Enhances growth & blooming
- | Apply directly to soils or make alfalfa tea fertilizer
- | In 3.75 lb. & 25 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



Garden Gypsum

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



*Alfalfa Meal

- | 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



ORGANIC LAWN CARE



LIQUID PLANT FOODS

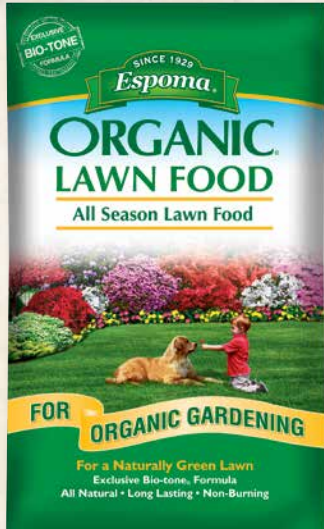
✓ Natural Proteins & Beneficial Microbes

NEW EASY MEASURE CAP



Spring Lawn Booster

- | 8-0-0 formulation – 30 lbs.
- | Covers up to 5,000 sq. ft.
- | Made from Feather Meal, Poultry Manure & Gypsum
- | Fortified with extra Calcium



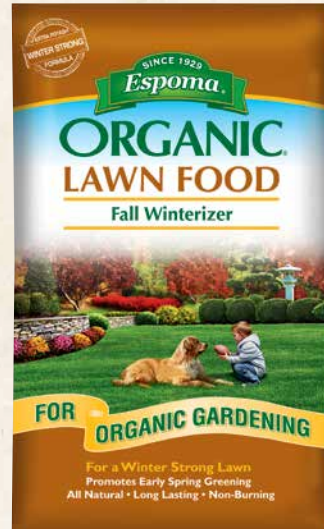
All Season Lawn Food

- | 9-0-0 formulation – 28 lbs.
- | Covers up to 5,000 sq. ft.
- | Made from Feather Meal & Poultry Manure
- | Contains Bio-tone[®] microbes



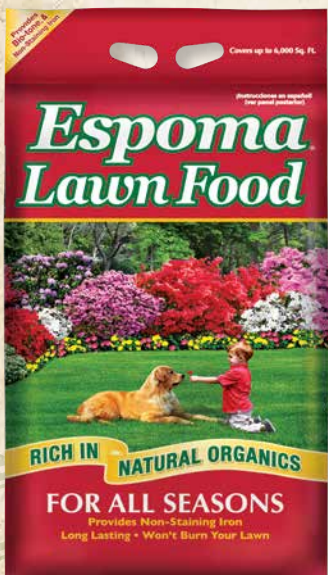
Summer Revitalizer

- | 8-0-0 formulation – 30 lbs.
- | Covers up to 5,000 sq. ft.
- | Made from Feather Meal, Poultry Manure, Iron Oxide & Elemental Sulfur
- | Contains Bio-tone[®] microbes
- | Contains 2% non-staining Iron



Fall Winterizer

- | 8-0-5 formulation – 30 lbs.
- | Covers up to 5,000 sq. ft.
- | Made from Feather Meal, Poultry Manure & Sulfate of Potash
- | Extra Potash for next year's Spring greening



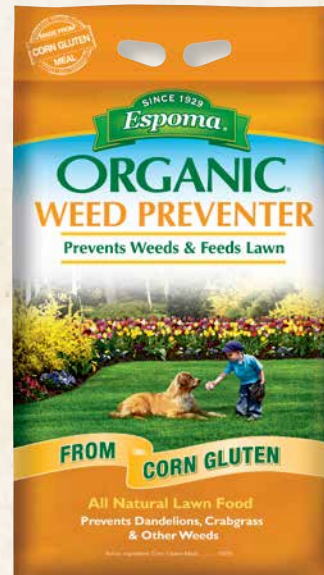
Espoma Lawn Food

- | 15-0-5 formulation
- | 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.



Espoma Organic 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.



Espoma Organic Weed Preventer

- | Prevents crabgrass & other weeds
- | Provides long lasting greening
- | Children and pets can play on lawn immediately after application
- | 100% granulated corn gluten meal
- | 25 lbs. covers up to 2,500 sq. ft.



Iron-tone

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



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



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



1-800-634-0603 | www.espomadealer.com



Do not use Weed Preventer when seeding.

Follow us on:



CONVENTIONAL PLANT FOODS

MERCHANDISING



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

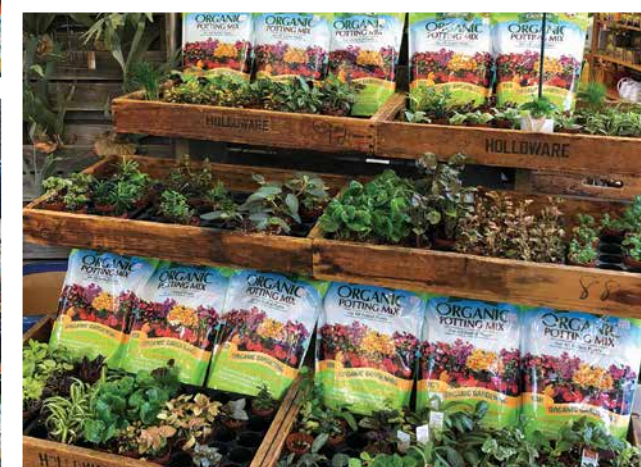


*Potash 0-0-60

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

4 BEAUTIFUL BINS

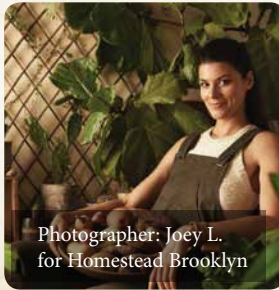
For Indoor & Outdoor Displays



REUSE,
REPURPOSE,
REPOST

ONLINE MARKETING SUPPORT & SOCIAL MEDIA

ESPOMA PARTNERS WITH KEY INFLUENCERS



SUMMER RAYNE OAKES -
HOMESTEAD BROOKLYN



LAURA LEBOUTILLIER -
GARDEN ANSWER



KEVIN ESPIRITU -
EPIC GARDENING



MARIA FAILLA -
BLOOM & GROW RADIO

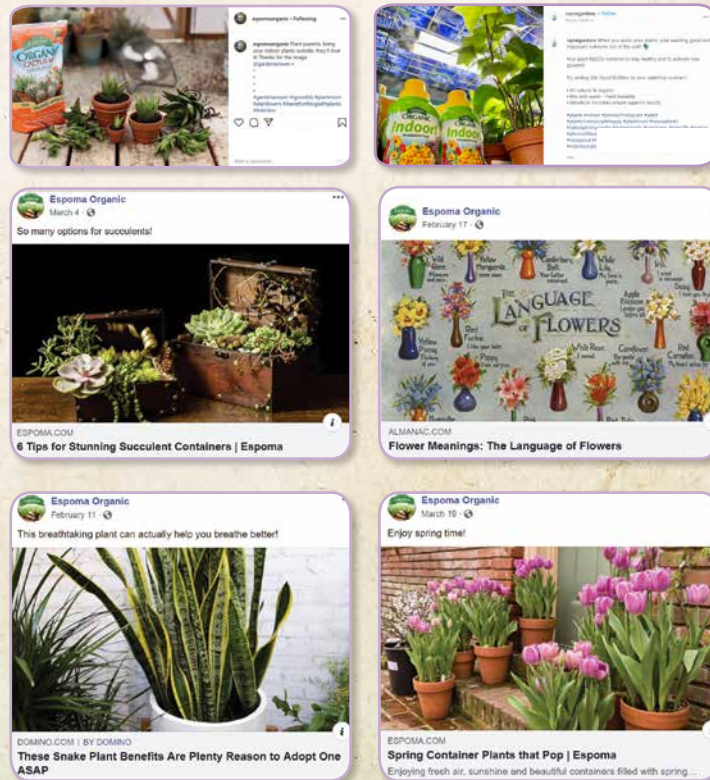


KALEB WYSE -
WYSE GUIDE

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- ✓ 3M+ Annual Page Views
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OVER 500 BLOG POSTS!

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HOW TO FERTILIZE BLUEBERRY PLANTS



6 EASY-TO-GROW INDOOR SUCCULENTS



FEED TOMATO AND PEPPER PLANTS NOW



BUILD A BUTTERFLY BOUQUET



HOW TO APPLY HOLLY-TONE

ADVERTISING RADIO



DAVE SHERWOOD



ANDRE VIETTE

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OF OVER 1,000 IGC'S

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- ✓ Certified Apparel & POP



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