



2023

Ordering Guide for Resellers

ORGANIC SEEDS



Grow Your Business with High Mowing

There are lots of reasons to complement your retail space with a beautiful and bountiful seed rack:

Organic seeds with integrity.

Trials evaluated, quality control tested & approved.

Over 200 varieties.

Heirloom, open-pollinated, & hybrid options.

4 garden seed display options.

Mix & match to fit your space and customer needs.

Three specialty seed racks.

Microgreens and Sprouts, with countertop and standing display options.

Gift Box Collection, with countertop display available.

Customizable collections.

Choose from our hand-picked Best Seller collections or select the varieties you know your customers are looking for.

Fast shipping turnaround.

Net terms available.

Want to streamline your orders?

Request an application for credit terms payments.



The Future: Let's Plan(t) It

When it comes to the growing season, it all starts with a dream and a seed. Our seed rack retailers support local growers and inspire new gardeners to grow for themselves, while also providing the necessary supplies and know-how needed to get to harvest. It is from perusing beautifully stocked shelves, selecting from a seed rack, and engaging with a knowledgeable and friendly clerk, that the greener, more equitable future we dream of begins to take shape.

We know now more than ever that our connections are what keep us well. We know too that if we want a different future, we must plan(t) it.

The Natural Gardener - Austin Texas

In 1992, the state of Texas announced it was time to begin widening Highway 290, where John Dromgoole had been operating his organic gardening business. A couple of things were certain: his efforts had all but outgrown the location, and roadwork in front of the store wouldn't be good for future business. One afternoon, while driving, John noticed a neglected farmstead for sale. The farmhouse had ample land around it and John immediately began envisioning possibilities for growing his business there. He talked it over with his wife, Jane, and it wasn't long before they'd decided to take the leap. In August of 1993, they opened the doors of their new store.



The Natural Gardener is a gardening destination known for its pioneering work in organic gardening and sustainable living. The store is nestled into eight acres of rustic Hill Country beauty. The project features a world-class nursery, a butterfly garden, an old farmhouse store featuring a High Mowing Organic Seeds seed rack, an herb garden, a labyrinth, goats and chickens, a tent where classes are held, and test gardens to study new plants and organic gardening techniques.


"We believe that the most important part of conservation is education, because the more we know about the natural world, the better we can live in harmony with it. Our store has a team dedicated solely to answering gardening questions specific to our region. When is it time to plant potatoes? What bug is causing these holes? And, one of the most common and important questions, what plants can I grow here?"


Water is a precious resource, and as our community continues to grow in the Central Texas region, so increases our need to conserve our limited supply. We strive to teach our area's newcomers the benefits of choosing native and well-adapted plants, and how to properly amend our soil using organic methods to minimize water needs, while still achieving healthy harvests and a lovely landscape." - **The Natural Gardener owner, John Dromgoole**

Garden Seeds

48 Variety Collections

Our most popular rack has pockets for 48 different varieties and is available in a pre-selected Best Seller Theme, or you can design your own Custom Theme. Choose from a full collection of 480 packets, or our Starter Collection with 240 packets.

 **Best Seller Theme** – Our most popular vegetables, herbs, and flowers, all on one rack! Visit tinyurl.com/collection-varieties for a list of varieties included.

 **Custom Theme** – Select your own varieties to fit your customers' needs (i.e. if you own a farm stand, choose vegetables that can be direct-seeded to complement your plant start offerings). Visit tinyurl.com/form-custom for a list of varieties available.

Price: Starting at **\$331.20**. See pages 9-10 for full pricing details.

Best for

First time seed sellers
Farm stands
Small stores



CARDBOARD RACK

POCKETS: 48
PACKETS: 240 OR 480
DIMENSIONS: 74" x 22" x 15"
DISPLAY PRICE: \$19



METAL RACK

POCKETS: 48
PACKETS: 240 OR 480
DIMENSIONS: 75" x 22" x 28"
DISPLAY PRICE: \$99.28



96 Variety Collections

An expanded collection with 96 pockets. Options include our pre-selected Best Seller Theme with gourmet varieties as well as our most popular vegetables, herbs, and flowers, or our Custom Theme with varieties you hand-pick. Can be displayed as a double sided metal rack or two 48-pocket racks side by side, either cardboard or metal. Collection includes 10 packets of each of 96 different varieties. *960 packets total*

★ **Best Seller Theme** – Our most popular vegetables, herbs, and flowers, all on one rack! Visit tinyurl.com/collection-varieties for a list of varieties included.

✍️ **Custom Theme** – Select your own varieties to fit your customers' needs. Visit tinyurl.com/form-custom for a list of varieties available.

Price: Starting at **\$1,324.80**.
See pages 9-10 for full pricing details.



DOUBLE SIDED METAL RACK

POCKETS: 96
PACKETS: 960
DIMENSIONS: 75" x 22" x 28"
DISPLAY PRICE: \$167.20

Also Available


Two 48 pocket racks side by side, either cardboard (\$38) or metal (\$198.55)




144 Variety Collections

Our premium collection with the broadest array of vegetables, herbs, and flowers, merchandised conveniently in our durable small-footprint metal spinner rack. This comprehensive 144-pocket rack offers something for every gardener. Includes 10 packets each of 144 different varieties.

1,440 packets total

 **Best Seller Theme** – Our most popular vegetables, herbs, and flowers, all on one rack! Visit tinyurl.com/collection-varieties for a list of varieties included.

 **Custom Theme** – Select your own varieties to fit your customers' needs. Visit our website for a list of varieties available. Visit tinyurl.com/form-custom for a list of varieties available.

PRICE: Starting at **\$1,987.20**. See pages 9-10 for full pricing details.

Best for

Very high traffic co-ops
or grocery stores

Well-established retailers
with an existing market

Large garden centers
or nurseries

“ Our seed season has gotten
off to a wonderful start!

**Thank you for your assistance
and quick turnaround.**

–Heidi at Gardener's Supply Company, VT ”



METAL SPINNER RACK DISPLAY


POCKETS: 144
PACKETS: 1,440
DIMENSIONS: 95" x 28" x 28"
DISPLAY PRICE: \$141.01


Already have a larger display? Capture more sales at the register with a countertop display.



8 Variety Countertop Collection

A convenient countertop display ideal for encouraging add-on sales at the register. This collection includes 10 packets each of 8 different varieties. *80 packets total*

 **Best Seller Theme** – Our most popular vegetables, herbs, and flowers. Visit tinyurl.com/collection-varieties for a list of varieties included.

 **Custom Theme** – Select your own varieties to fit your customers' needs. Visit tinyurl.com/form-custom for a list of varieties available.

PRICE: Starting at **\$110.40**. See pages 9-10 for full pricing details.

COUNTERTOP CARDBOARD DISPLAY

POCKETS: 8
PACKETS: 80
DIMENSIONS: 14" x 12" x 6.5"
DISPLAY PRICE: \$10.45

Best for

First time seed retailers
Additional register sales
Boutique shops and farm markets
Small stores

6 Gift Box Countertop Collection

Includes 6 Gift Box Seed Collections, 5 boxes each of our best-selling collections. Visit tinyurl.com/collection-varieties for a list of Gift Boxes included. *30 boxes total*

PRICE: Starting at **\$219.45**. See pages 9-10 for full pricing details.

COUNTERTOP CARDBOARD DISPLAY

GIFT BOXES: 30
DIMENSIONS: 12.5" x 20" x 12.5"
DISPLAY PRICE: \$10.45



Sprouting Seeds



Great for year round sales! Easy to grow for all types of shoppers, no garden or soil required.

5 Variety Best Seller Collection

Includes 5 varieties: 20 packets each of Alfalfa, Ancient Eastern Blend, Broccoli Blend, Spicy Salad Mix, and Sandwich Booster Mix, plus 30 sprouting jar lids. Customizable variety options available. *100 packets & 30 lids total*

PRICE: Starting at **\$401.70**. See pages 9-10 for full pricing details. Our single price point is \$3.09/packet (SRP \$5.45).

METAL RACK DISPLAY

HOOKS: 18
PACKETS: 100
LIDS: 30
DIMENSIONS: 77" x 24" x 12"
DISPLAY PRICE: \$36.58

Learn to grow sprouts!

Visit tinyurl.com/sprouts-tip-card



5 Variety Countertop Collection

Includes 5 varieties: 10 packets each of Alfalfa, Ancient Eastern Blend, Broccoli Blend, Spicy Salad Mix, and Sandwich Booster Mix, plus 12 of High Mowing Organic Seeds' BPA-free sprouting jar lids. Customizable variety options available. *50 packets & 12 lids total*

PRICE: Starting at **\$191.58**. See pages 9-10 for full pricing details. Our single price point is \$3.09/packet (SRP \$5.45).

CARDBOARD COUNTERTOP DISPLAY

PACKETS: 50
LIDS: 12
DIMENSIONS: 12.5" x 20" x 12.5"
DISPLAY PRICE: \$10.45



Microgreen Seeds

Learn to grow microgreens!

Visit tinyurl.com/micro-tip-card



6 Variety Best Seller Collection

Includes 6 varieties: 20 packets each of Arugula, Broccoli, Green Chard, Red Rambo Radish, Red Beet, and Red Russian Kale. *120 packets total*

PRICE: Starting at **\$470.40**.

See pages 9-10 for full pricing details. Our single price point is \$3.92/packet (SRP \$7.40).

METAL RACK DISPLAY

HOOKS: 18
PACKETS: 120
DIMENSIONS: 77" x 24" x 12"
DISPLAY PRICE: \$36.58



Also Available

Both the Microgreen and Sprout Best Seller Collections displayed on a double sided metal rack (\$36.58) with a double sided header.



6 Variety Countertop Collection

Includes 6 varieties: 10 packets each of Arugula, Broccoli, Green Chard, Red Rambo Radish, Red Beet, and Red Russian Kale. *60 packets total*

PRICE: Starting at **\$235.20**. See pages 9-10 for full pricing details. Our single price point is \$3.92/packet (SRP \$7.40).

CARDBOARD COUNTERTOP DISPLAY

PACKETS: 60
DIMENSIONS: 12.5" x 20" x 12.5"
DISPLAY PRICE: \$10.45



Initial Order Form

VALID FOR ORDERS SHIPPED 11/1/2022 - 10/15/2023. High Mowing requires this signed order form before packed-for-2023 seed orders can ship. Orders may be placed by fax, phone, email, or by visiting www.highmowingseeds.com/wholesale.

1. Company Information

Company Name _____ Buyer's Name _____
Shipping Address _____ City _____ State/Province _____
Postal Code _____ Country _____ Does this address receive: USPS Mail FedEx/UPS
Phone _____ Fax _____ Email _____ For invoices and order information
Requested Ship Date _____ PO Number _____ Sign up for our E-Newsletter

2. Billing Information

Contact Name _____ Email _____
Billing Address _____ City _____ State/Province _____
Postal Code _____ Country _____ **Please charge my card on file and ship immediately.**

3. Program Pricing

PLEASE NOTE: All Gift Boxes (50% margin), Sprouting Seeds (40% margin), and Microgreen Seeds (44% margin) are sold on an outright basis with no return option. **Our guaranteed sales program is available for U.S. customers only.**

OUTRIGHT SALES (no returns) **\$1.38/packet, 61% margin.** This option provides a higher margin on seed packets (SRP \$3.55), but does not allow end-of-season returns. Seeds must be sold by the sell-by date on the back of the packet.

GUARANTEED SALES (U.S. only) **\$2.04/packet, 43% margin.** This option allows stores to return unsold seeds for credit, priced at or below the SRP of \$3.55. Unsold seeds must be returned by October 15, 2023 for 90% credit on up to 50% of total purchase. Guaranteed terms are only available for initial orders shipping before April 1, 2023.

Sometimes crop failures or increased demand forces an item out of stock or on backorder. When this happens, our experts can substitute with a similar variety or you can wait for the backorder date. Please indicate your preferences here:

I will accept backorders Please send substitutes for backorders Please credit my account for backorders
 Please send substitutes for out of stock items Please credit my account for out of stock items

4. Terms and Conditions

I have read and agree to the terms and conditions below: Signature _____ Date _____

PLACING ORDERS: Orders may be placed by fax, phone, email, or by visiting our website. All varieties must be ordered in multiples of five (5, 10, 15, etc.). Existing customers can request a Sales Order History to assist with forecasting when placing an initial order.

PAYMENT: We accept Visa, MasterCard, American Express, Discover, and checks. Orders ship once payment has been received or credit terms have been approved. A credit application, references, and strong credit history are required for credit terms. Overdue balances will incur a late fee of \$15 per month plus finance charges of 1.5%. Delinquent accounts will be sent to a collection agency. Guaranteed accounts that are delinquent on October 15 are not eligible for credit on returned seeds.

SHIPPING RATES:

Contiguous U.S.

Under \$10	\$6.00
\$10-\$25	\$8.25
\$25-\$50	\$11.25
\$50-\$200	\$14.75
Over \$200	Free

Non-Contiguous U.S.

Under \$20	\$9.15
\$20-\$50	\$11.75
\$50-\$250	\$15.25
Over \$250	\$18.50

Canadian

Under \$50	\$20.00
\$50-\$200	\$30.00
Over \$200	\$55.00

U.S. SHIPPING: Orders are shipped with the fastest method and typically take 3-8 days for delivery. We do not ship backordered items to non-contiguous accounts.

CANADIAN SHIPPING: We ship all orders FedEx International Economy, with FedEx as the broker. There is an additional \$28 fee from the Canadian inspection agencies and 5% GST. We will email you the invoice at the time of shipment. All Canadian orders will ship within one week of placement. Orders typically take up to two weeks for delivery.

REFUSED ORDERS: Orders that are refused will be charged a 20% restocking fee.

NON-SEED RACK ITEMS: For items available in our retail catalog purchased for resale only, wholesale customers enjoy 10% off the retail catalog price, outright sale only. These orders cannot be placed on the web and will be invoiced and shipped separately from wholesale orders.

Garden Seed Collections

ITEM CODE	COLLECTION	# OF PACKETS	OUTRIGHT SALE TOTAL COST	QTY	GUARANTEED SALE TOTAL COST	QTY
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8 Variety Countertop Collection - Best Seller Theme*

8VB	seeds only	80	\$110.40		not available	N/A
8VB	cardboard display		\$10.45		not available	N/A

48 Variety Collection - Best Seller Theme*

48V	seeds only	480	\$662.40		\$979.00	
48V	cardboard display		\$19.00		\$19.00	
48V	metal display		\$99.28		\$99.28	

96 Variety Collection - Best Seller Theme*

96V	seeds only	960	\$1,324.80		\$1,958.40	
96V	two cardboard displays		\$38.00		\$38.00	
96V	two metal displays		\$198.55		\$198.55	
96V	double sided metal display		\$167.20		\$167.20	

144 Variety Collection - Best Seller Theme*

144V	seeds only	1,440	\$1,987.20		\$2,937.60	
144V	three cardboard displays		\$57.00		\$57.00	
144V	metal spinner display		\$141.01		\$141.01	

48 Variety Starter Collection - Best Seller Theme*

48VS	seeds only	240	\$331.20		\$489.60	
48VS	cardboard display		\$19.00		\$19.00	
48VS	metal display		\$99.28		\$99.28	

Wholesale Price: \$1.38/packet (outright), \$2.04/packet (guaranteed). **Suggested Retail Price:** \$3.55/packet.

***To customize the varieties in your collection, give us a call at (866) 745-4454 or visit [tinyurl.com/form-custom](https://www.tinyurl.com/form-custom).**

Sprouting Seed Collections

ITEM CODE	COLLECTION	# OF PACKETS	OUTRIGHT SALE COST	QTY
SC-BEST	Best Seller Collection - seeds + lids only	100 + 30 lids	\$401.70	
SC-BEST	Best Seller Collection - metal rack		\$36.58	
SC-MINI	Countertop Collection - seeds + lids only	50 + 12 lids	\$191.58	
SC-MINI	Countertop Collection - cardboard display		\$10.45	

Wholesale Price: \$3.09/packet. **Suggested Retail Price:** \$5.45/packet (43% profit margin).

Gift Box Seed Collection

ITEM CODE	COLLECTION	# OF BOXES	OUTRIGHT SALE COST	QTY
GC-MINI	gift boxes only	30	\$219.45	
GC-MINI	cardboard display		\$10.45	

Wholesale Price: \$10.97/7-packet box, \$7.84/5-packet box, \$4.70/3-packet box. **Suggested Retail Price:** \$23.25/7-packet box, \$16.50/5-packet box, \$10.00/3-packet box (53% profit margin).

Microgreen Seed Collections

ITEM CODE	COLLECTION	# OF PACKETS	OUTRIGHT SALE COST	QTY
MC-BEST	Best Seller - seeds only	120	\$470.40	
MC-BEST	Best Seller - metal rack		\$36.58	
MC-MINI	Countertop - seeds only	60	\$235.20	
MC-MINI	Countertop - cardboard display		\$10.45	

Wholesale Price: \$3.92/packet. **Suggested Retail Price:** \$7.40/packet (47% profit margin).



High Mowing Organic Seeds
 76 Quarry Road
 Wolcott, Vermont 05680

Why Choose Organic Seeds?

Your seeds are grown without the use of harmful synthetic pesticides and fertilizers.

Your seeds are never genetically modified, coming to you in their purest form, exactly the way nature designed them.

Your seeds are the start of a stronger food system, rooted in human and environmental health.



About High Mowing Organic Seeds

High Mowing Organic Seeds started in 1996 when our owner and founder, Tom Stearns, grew a handful of organic vegetable varieties in his backyard and offered the seeds for sale to his neighbors and friends. Today, true to these mission-driven roots, we offer a selection of 100% organic and non-GMO vegetable, herb, and flower seeds selected to thrive in organic gardens and on organic farms. Our goal is to leverage the power of seeds with the hope of making our world a better place.



Independent: We are a small company, run by a staff of just 40 year-round full-time employees operating out of our single location in northern Vermont.



Farm-based: Like the gardeners who buy our seeds, we're growers, too: we grow all of the varieties we offer in field trials before they are added to our assortments, to assure quality and consistency.



Organic & Non-GMO: We believe in an inspired view of the future based on better stewardship of our planet and food systems through safe seed production practices.