



# **SQUARE FOOT GARDEN POTTING SOIL MIX**

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## **IN-STORE TRAINING GUIDE**



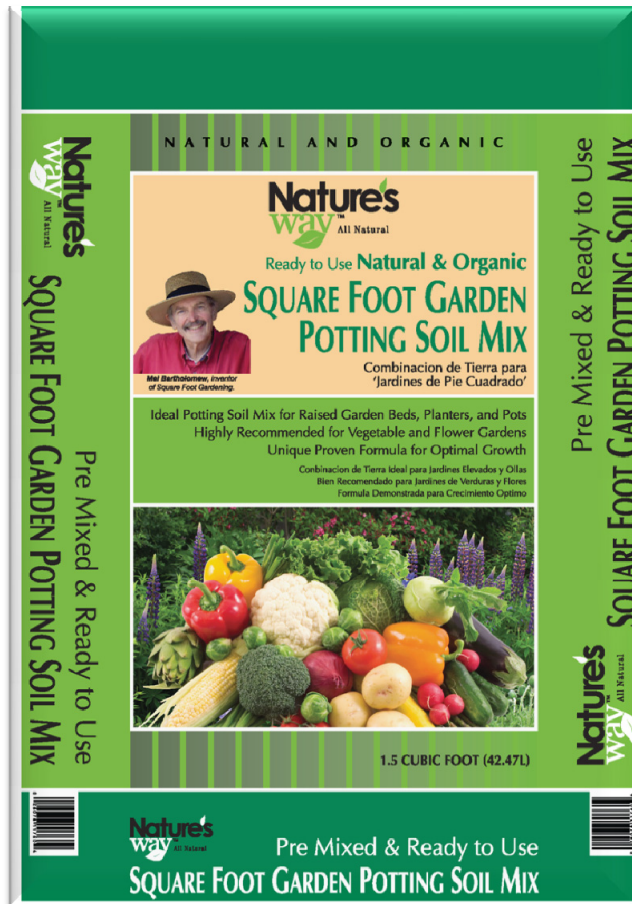


# TRAINING GUIDE OUTLINE

- OBJECTIVES
- PRODUCT PACKAGING
- PRODUCT ATTRIBUTES / FEATURES & BENEFITS
- SQUARE FOOT GARDENING
- QUESTIONS AND ANSWERS



# THE SQUARE FOOT GARDEN “URBAN OPPORTUNITY”... IS NOW!



**Natures way**  
All Natural

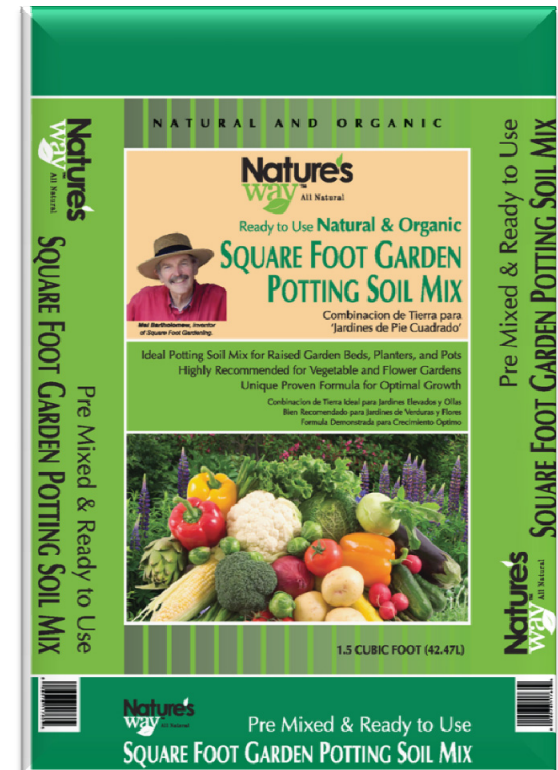
**“GROW MORE IN LESS SPACE WITH NO WASTE”**





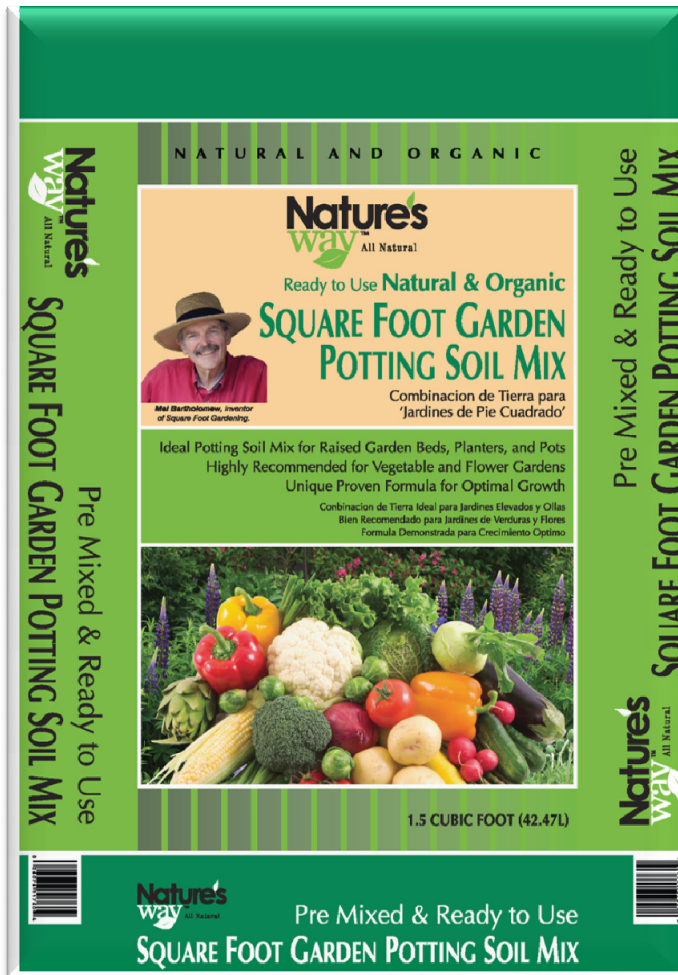
# OBJECTIVES

1. Sell **Nature's Way Square Foot Garden Potting Soil Mix** to consumers shopping in the lawn and garden department at HOME DEPOT stores during peak time on designated week ends
2. Convey **unique soil mix formula** to potential buyers and explain why superior to national brands
3. Explain what the **features and benefits** are of both the product and the Square Foot Gardening system
4. Hand out **brochures / sales literature** to consumers shopping in the vicinity of Square Foot Garden Potting Soil Mix display / pallet location
5. Answer consumer questions regarding the product and/or the Square Foot Gardening system





# PACKAGING



- Brand:** Nature's Way
- Contents:** 1.5 Cubic Feet of Square Foot Garden Potting Soil Mix
- Package Type:** Plastic bag
- Graphics:** Full color graphics with 4 color photos
- Special Feature:** Endorsed by Mel Bartholomew, inventor of the Square Foot Garden method
- Merchandising:** Pallet display in Lawn and Garden department





# PRODUCT FEATURES / BENEFITS

The World's Best Organic Soil for the World's Best Organic Gardening Method

## Product Features

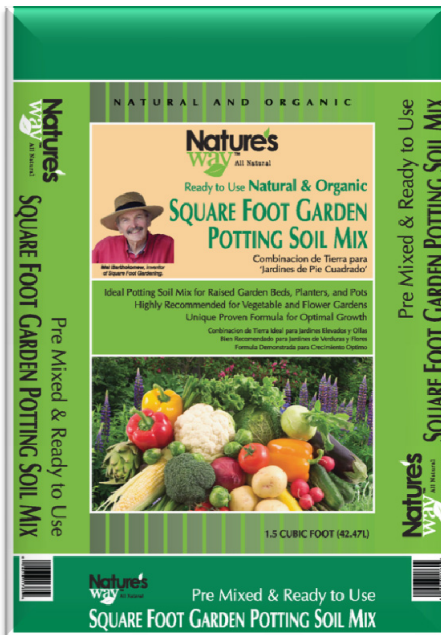
The ideal natural and organic potting soil mix for all raised bed gardens, planters and pots in an *urban environment*

Soil formula is a special mix of:

- highest quality sphagnum **peat moss**
- coarse horticultural **vermiculite**
- multiple **compost** blend to include:
  - worm castings
  - bat guano
  - kelp meal
  - mushroom and poultry compost

- Soil is **premixed** and ready to use and **no fertilizer** is required

- The ideal soil mix for growing vegetables and flowers in an all natural and organic environment



## WHAT IS SQUARE FOOT GARDENING?



- The Square Foot Gardening system is a condensed, natural and organic method of gardening that is ideal for the urban environment
- It utilizes the “raised bed” gardening concept that involves growing vegetables and plants above ground in a “square foot” grid pattern contained in a box or planter
- It is the easiest way for anyone to grow their own garden without weeding, digging or fertilizing

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## WHAT ARE THE BENEFITS OF SQUARE FOOT GARDENING?

- Consumers do not have to live on a farm or in the country to grow their own vegetables
- Compared to traditional row gardening, the Square Foot Gardening System delivers 100% of the harvest with only:
  - ⇒ 50% of the cost
  - ⇒ 20% of the space
  - ⇒ 10% of the water
  - ⇒ 5% of the seeds
  - ⇒ 2% of the work
- The growing is done in all natural and organic potting soil mix and requires only sun and water for a successful harvest
- Square Foot Gardening adapts to all levels of experience, physical abilities and geographical locations...***it is a system that can be used by any consumer from “4 to 94 years old”!***

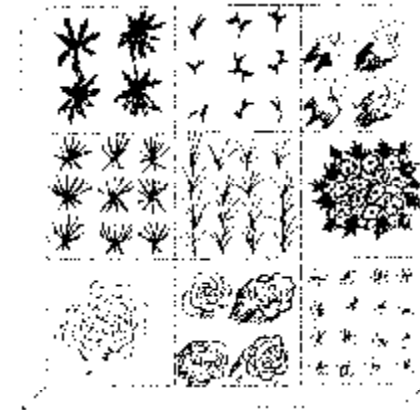


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# “HOW TO” SQUARE FOOT GARDEN 10 Basic Steps

- STEP 1** Plan the garden in squares, not rows and lay out in square foot planting area (4' x 4' is the most common and productive size)
- STEP 2** Determine the best location for the garden based on the size desired. Be sure the garden will receive sun the majority of the day and that it will be convenient to water
- STEP 3** Build or purchase a raised bed garden kit that fits the space that is allocated for the garden
- STEP 4** Buy barrier cloth for the bottom of garden to prevent soil erosion and weeds



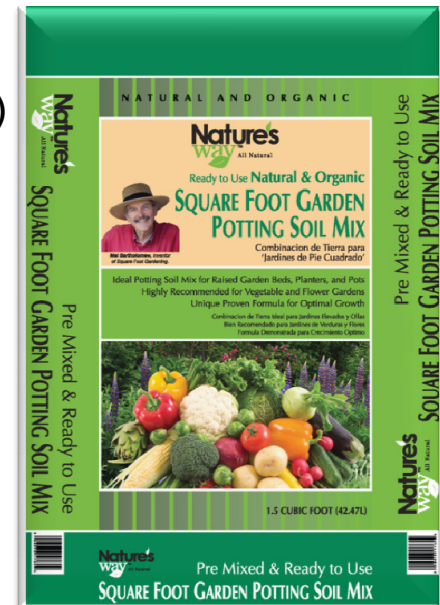
4' wide x 4' long x 6" deep

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# “HOW TO” SQUARE FOOT GARDEN 10 Basic Steps

**STEP 5** Add **Nature’s Way All Natural and Organic Square Foot Garden Potting Soil Mix** (about 6 each 1.5 cubic foot bags) to the raised bed garden box

**STEP 6** Place Square Foot Garden grid slats on top of the soil in the raised bed garden so that there are delineated squares in which to plant the seeds or seedlings



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# “HOW TO” SQUARE FOOT GARDEN 10 Basic Steps

**STEP 6** Develop a plan for what vegetables and/or flowers to plant depending on the time of year and follow the Square Foot Gardening planting chart as a guide.

**GARDEN CONCEPTS FOR SQUARE FOOT GARDENING®**

4' x 4' Square Foot Gardening®	Broccoli	Onion	Lettuce	Cabbage	Squash	Melon	Cabbage	Herb	Mint	Broccoli		
	Swiss Chard	Carrot	Radish	Spinach	Tomato Vine	Corn	Pepper	Mergold	Organic	Carrot	Cauliflower	Spinach
	Mint	Potato	Cauliflower	Strawberry	Cucumber	Onion	Eggplant	Cilantro	Strawberry	Potato	Radish	Swiss Chard
	Snap - Pea	Oregano	Parsley	Parsley	Pole Bean	Oregano	Herb	Lettuce	Snap - Pea	Lettuce	Parsley	Mergold Dwarf

\* NUMBER OF PLANTS PER SQUARE FOOT

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# “HOW TO” SQUARE FOOT GARDEN Basic Steps

- STEP 7** Plant seeds or seedlings in the appropriate “squares” of soil in the raised bed garden (placing only a few seeds in each whole).
- STEP 8** Water by hand (from a bucket of sun-warmed water) the raised bed garden regularly every day to ensure optimal growth
- STEP 9** Harvest the crops as they ripen and are ready for consumption
- STEP 10** After harvesting, mix in an organic compost and replant with a new and different crop



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# IMPORTANT CONTACT INFORMATION

**Address** GRO-WELL BRANDS, INC  
420 East Southern Rd  
Tempe, AZ 85282

**Website:** [www.gro-well.com](http://www.gro-well.com)

**Key Contacts:** Tim Sellew – (860) 882-8468  
Dominic Lepore – (860) 338-1734  
Rick Johnson – (704) 293-8480

