



HEALTHISTRAW™
PREMIUM ANIMAL BEDDING AND GARDEN MULCH

Product Catalog

2025 EDITION



Unmatched in Cleanliness and Distinctive in Function and Feel

To be Attentive, Creative, and Inspiring – that’s our HealthiStraw team motto. Our singular focus is on the creation of inspiring products that connect with consumers using 100% plant-based premium wheat straw.

Why is this important? Because in the world of mulches, animal and pet bedding, and decorative inspirations it almost seems as if a number of products on the market are afterthoughts, a secondary focus or simply by-products that need to be discarded in whatever way possible. We, at HealthiStraw, think differently and it shows in our products and service.

Our customer focus, creativity, and unique processes, results in inspiring products that are unmatched in cleanliness and distinctive in function and feel. We collaborate with consumers to create distinctive products that excel in their intended uses and needs. Consumers tell

us repeatedly that they feel the difference in our straw products compared to what’s out there, which is why we provide in-store marketing display bins for customers to experience the difference for themselves.

When you partner with us, you will consistently receive the most premium and highest margin products on the market to provide to your customers. Products that are unmatched in cleanliness and distinctive in function and feel.

Let’s choose healthy and grow together!



A stylized, handwritten signature in black ink.

Vince Braun
Founder & President

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It's more than just chopped straw!

More and more people are choosing to garden and live a homesteading lifestyle. They are looking for clean, additive-free products that work!

INTRODUCING HEALTHISTRAP



Family owned and operated, rooted in agriculture



13+ years creating inspiring products that are unmatched in cleanliness and distinctive in function and feel



We use and understand the products we create! Over 85% of our team personally care for animals and/or grow a garden.

WHAT MAKES US UNIQUE

- Our customer focus, creativity, and unique processes results in inspiring products
- We offer a full range of premium, easy to use products that speak to your customers
- We only use sustainably sourced Non-GMO, Grade A quality wheat straw
- We neither mix straw varieties nor require additives
- You can see and feel the difference! It's our proprietary process
- High Margin Premium Products

OUR PROCESS

- Proprietary multi-step processes for each product
- Cut, split and bent to maximize absorbency, softness and fluffiness
- All-natural, additive-free cleaning process
- Clear, clean packaging highlights product and our commitment to quality



PREMIUM MULCH



Provides a natural, sustainable and convenient solution to growing a healthier, more vibrant garden.

PRODUCT FEATURES

- Ideal for gardens, raised beds, containers and pots planted with vegetables, herbs, fruit shrubs/trees and flowers. Also great for lawn seeding and patch repair.
- Enhanced seed filtration
- Stays in place without the use of tack
- Available in 2 size options: 3 cu ft and 0.5 cu ft

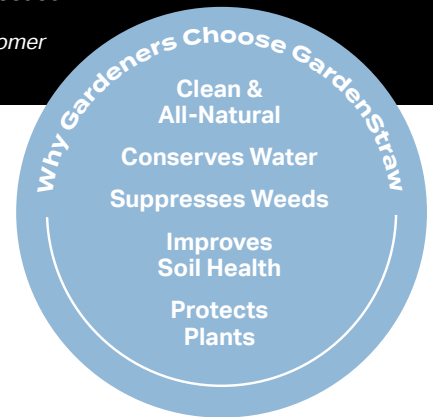


Learn more about GardenStraw



"I have been using GardenStraw for a few years in my garden and have noticed significant decrease in weed pressure and retention of moisture, bonus is my soil is light and fluffy the next season."

— GardenStraw Customer



GARDENSTRAW DETAILS

ITEM #	BAG SIZE	BAG WEIGHT	GARDEN COVERAGE	LAWN SEEDING COVERAGE	MSRP	MARGIN
UPC 801131000057 SKU GS000057-E	3 cu ft	Approx. 20 lbs	Up to 100 sq ft	Up to 600 sq ft	\$24.99	50+%

GARDENSTRAW MINI DETAILS | Ships in a box with 4 bags.

ITEM #	BAG SIZE	BAG WEIGHT	GARDEN COVERAGE	LAWN SEEDING COVERAGE	MSRP	MARGIN
UPC 801131000095 SKU GSM00095-E	0.5 cu ft	Approx. 4 lbs	Up to 20 sq ft	Up to 120 sq ft	\$18.99	40+%

GardenStraw Frequently Asked Questions

WE ALREADY CARRY A SEEDING STRAW, WHY WOULD WE NEED GARDENSTRAW?

Most straw mulches are for lawn seeding purposes. GardenStraw is specifically designed to be used in edible gardens planted with vegetables, herbs, fruit shrubs, flowers, etc. That's why we focus on wheat seed removal and processing it to a form that will stay in place without tackifier.

HOW DOES GARDENSTRAW MULCH STAY IN PLACE WITHOUT TACKIFIER?

Our mulch products expose the natural stickiness in the plant structure. When thoroughly watered they will hold together and stay in place during rains and moderate to higher winds.

IS GARDENSTRAW 100% WHEAT SEED FREE?

Due to the nature of the wheat plant, not all wheat seeds are removed from the straw during harvest. Through our proprietary and all-natural process, we filter out most wheat seeds. While we strive to remove every wheat seed, it's not a perfect process; therefore, occasional wheat seeds will sneak through and may sprout in your garden. That said, unlike grass and weeds, once the wheat seedling is removed (easy to pluck), it won't regrow.

CAN I USE FARMSTRAW IN MY GARDEN?

FarmStraw is safe to use in a garden. However, for the best gardening experience, we recommend using GardenStraw as there are differences in form and process. GardenStraw undergoes an additional step for enhanced seed filtration and removal, eliminating most wheat seeds that could

otherwise germinate. GardenStraw is also easier to handle and apply in a garden, and it stays in place better without the use of tackifier during winds.

IS GARDENSTRAW HERBICIDE/PESTICIDE FREE?

We understand how important it is to know what you are putting into your garden is safe to use. It's why we source and process the wheat straw for our products carefully.

All of our wheat straw is 100% Non-GMO wheat straw, and it's grown and sourced locally near our facility in Manitoba, Canada. Many chemicals, such as fungicides, herbicides, pesticides and insecticides are approved to be used in Canada, but aren't actively used to grow wheat in our local area.

After we source the straw, our process of cleaning the straw is very thorough and completely all-natural. We remove dust, dirt, seeds and other materials. Following our additive-free cutting and cleaning process, we randomly test our products through an independent lab for a variety of herbicides and pesticides. Our results are consistently either on par with certified organic straw or detect one or two chemicals at the lowest measurements possible, well under any acceptable government standards for food products.

Our commitment is to provide the safest and cleanest products that will perform at the highest levels.

"Our garden customers love this product! They want all-natural shredded straw for their gardens and grass seed cover and the shred is the perfect size for mulching."

— *GardenStraw Retailer*

PREMIUM ANIMAL BEDDING



A natural, clean and dust-free bedding that protects the health and well-being of animals.

Why Homesteaders Choose FarmStraw

- Quality Bedding That Animals Love
- Dust-Free, Dry & Absorbent
- Soft & Comfortable
- Insulation
- Coverage That Lasts



PRODUCT FEATURES

- Premium bedding ideal for homesteads and hobby farms.
- Innovative absorption wicks moisture down and absorbs from the bottom up, keeping the surface dry, soft and comfortable.
- Great value! FarmStraw contains 25%+ more volume in a bag than most competitor brands
- Available in 2 cut lengths: Fine and Coarse



Learn more about FarmStraw

"FINALLY NO DUST CLEAN STRAW! I have tried so many bagged straw bedding (products) and they were full of dust. I came across FarmStraw and decided to give it a try. OH MY GOODNESS! Finally a wheat straw bedding that actually has no dust and is clean! Why are (stores) selling other products that are dirty, dusty and inconsistent?"

— FarmStraw Customer

FARMSTRAW FINE DETAILS | Very absorbent, comfortable and soft

ITEM #	BAG SIZE	BAG WEIGHT	CUT LENGTH	MSRP	MARGIN
UPC 801131000026 SKU FSF00026-E	3 cu ft compressed 10-12 cu ft expanded	Approx. 25 lbs	Approx. 1/2" pieces	\$15.99	40+%

FARMSTRAW COARSE DETAILS | Absorbent, fluffy and insulating

ITEM #	BAG SIZE	BAG WEIGHT	CUT LENGTH	MSRP	MARGIN
UPC 801131000019 SKU FSC00019-E	3 cu ft compressed 10-12 cu ft expanded	Approx. 25 lbs	Approx. 2" pieces	\$15.99	40+%

HIGH PERFORMANCE BEDDING



Specifically formulated with your horse's health and performance in mind.

PRODUCT FEATURES

- Ideal for high performance horses of all equestrian disciplines
- Innovative absorption wicks moisture down and absorbs from the bottom up, keeping the surface dry, soft and comfortable.
- Lasts longer and holds together well: picks easily
- Versatile: Great for stalls, in trailers, and during foaling season



Learn more about EquineStraw

Why Equestrians Choose EquineStraw

- Dust-Free
- Absorbent
- Ideal Comfort
- More Economical
- Picks Well & Lasts Longer



"We've been using EquineStraw at our 15-stall facility for almost a year now and the advantages are clear: virtually dust-free, lasts longer, easier to bank against the stall walls, lighter bales, sturdier packaging, better coverage, and more economical, saving us upwards of 20% over the wood shavings we used for years. The horses love it too, as we notice them laying down in their stalls about 40% more often."

— EquineStraw Customer



"I'll never change up my EquineStraw obsession – it's totally worth the investment as I know my animals are getting the best of the best! Thanks for making such a good product!"

— EquineStraw Customer

EQUINESTRAP DETAILS

ITEM #	BAG SIZE	BAG WEIGHT	CUT LENGTH	MSRP	MARGIN
UPC 801131000040 SKU ES000040-E	3 cu ft compressed 10-12 cu ft expanded	Approx. 25 lbs	Approx. 1" pieces	\$15.99	40+%

PREMIUM PET BEDDING



PetStaw™
MINI

Provides a comfortable and healthy environment for our small furry friends.

PRODUCT FEATURES

- Ideal for small pets; great for nests, tunnelling and burrowing
- Unique blend: shorter pieces maximize absorption and odor control, longer pieces stay on top to provide fluffiness and comfort
- Effective odor control
- Size: 0.5 cu ft, expands to 38 L of useable volume



"It's a soft comfortable bedding. Initially I was worried it would be messy but it isn't! It lasted well, kept moisture away from my pet's skin, soft for nesting in and controlled odor well."
 — PetStaw Customer



Learn more about PetStaw



PETSTRAW MINI DETAILS | Ships in a box with 4 bags.

ITEM #	BAG SIZE	BAG WEIGHT	CUT LENGTH	MSRP	MARGIN
UPC 801131000064 SKU PSM00064-E	0.5 cu ft 38L useable volume	Approx. 4 lbs	Approx. 1/2" - 2" pieces	\$18.99	40+%

Animal Bedding Frequently Asked Questions

ISN'T IT JUST CHOPPED STRAW?

It's not just chopped straw! Each of our products are designed and branded for the specific needs of the targeted market. It's cut, split open, bent and thoroughly cleaned – with each of these steps important for a specific purpose.

As an animal bedding: this allows it to be more absorbent while also make it softer and fluffier.

As a garden mulch: this creates an easy to apply mulch that stays in place in gardens without the use of tackifier. For added gardener convenience, an extra step removes nearly all wheat seeds from our GardenStraw products.

WHAT'S THE DIFFERENCE BETWEEN THE ANIMAL BEDDING PRODUCTS?

While all of our bedding products are absorbent, soft and fluffy, the specific form of each product affects these aspects slightly. The smaller pieces are more absorbent and softer, while the longer pieces add fluffiness.

"We have tried many products in our chicken coop to keep the girls warm and comfy in the winter here in New England and FarmStraw is absolutely the best! Never seen them so happy to be in the coops!"

—FarmStraw Customer

I THOUGHT STRAW WASN'T ABSORBENT, BUT IS IT?

Straw in its raw form is not known for its absorption nor softness, however through HealthiStraw's innovative multi-step process all of our animal bedding products are not only highly absorbent, but also incredibly soft. The innovative absorption wicks moisture down and absorbs from the bottom up, keeping the surface dry, soft and comfortable, allowing your animals to live in a healthy, clean and safe environment.

CAN I USE FARMSTRAW IN MY GARDEN?

FarmStraw is safe to use in a garden. However, for the best gardening experience, we recommend using GardenStraw as there are differences in form and process. GardenStraw undergoes an additional step for enhanced seed filtration and removal, eliminating most wheat seeds that could otherwise germinate. GardenStraw is also easier to handle and apply in a garden, and it stays in place better without the use of tackifier during winds.

HOW MUCH PRODUCT IS IN ONE BAG?

For FarmStraw and EquineStraw the bags are 3 cu ft. When opened, the bag expands to 10-12 cu ft (283-340L) of useable product. For PetStraw, each bag is 0.5 cu ft and contains 38 L of useable volume.

We're here to help!

When you partner with us, you will consistently receive the most premium and highest margin products on the market to provide to your customers. In addition, our sales and marketing team will work with you to provide the resources that you need.

- **DISPLAY BIN**

Interactive and educational piece to showcase how clean and unique our products are. Each display bin comes with handouts.

- **PRINT MATERIALS**

POP signage and handouts. Other materials available upon request.

- **DIGITAL ASSETS**

Videos, photos, website product listings.

- **RETAIL PARTNER MAP**

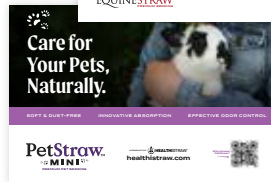
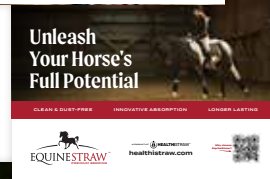
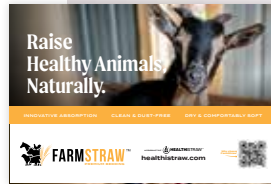
Retail partner listed on map that's featured on our website.

- **CUSTOMER SERVICE SUPPORT**

Customer service support for reviews and question responses

- **ONGOING CO-OP ADVERTISING PARTNERSHIPS**

- **SALES REP TRAINING & KITS AVAILABLE**



"We decided to carry FarmStraw because customers had mentioned in the past that their supply of straw bales was inconsistent – both in availability and in product quality. FarmStraw met both of those needs, and is also very attractive for retailers because it is a clean and well-packaged product."

— FarmStraw Retailer

Experience the Difference!

GET IN TOUCH WITH US

to learn more about how we can partner to grow sales together!



Product Specification & Pricing

All prices are per unit (bag) and in USD. Pricing is in effect through Dec. 2025. Recognizing that there are regional variations in price points, we've implemented the following MAP & MSRP amounts.

Please note: we have an official MAP policy and an Online Marketplace policy for all retail partners to follow. Contact us for more information.

GARDENSTRAW	
UPC	801131000057
SKU	GS000057-E
Size	3 cu ft
Weight (Approx.)	20 lbs
Dimensions	Bag: 13"L x 17"W x 24"H Pallet: 56"L x 46"W x 100"H
Units/Pallet	40
Coverage	Garden: Up to 100 sq ft Lawn: Up to 600 sq ft
MSRP	\$24.99
MAP	\$17.99
Margin	50+%

GARDENSTRAW MINI	
UPC	801131000095
SKU	GSM00095-E
Size	0.5 cu ft
Weight (Approx.)	4 lbs
Dimensions	Bag: 6"L x 10"W x 16"H Box: 24"L x 16"W x 10"H Pallet: 50"L x 42"W x 103"H
Units/Pallet	180
Coverage	Garden: Up to 20 sq ft Lawn: Up to 120 sq ft
MSRP	\$18.99
MAP	\$11.99
Margin	40+%

PETSTRAW MINI	
UPC	801131000064
SKU	PSM00064-E
Size	0.5 cu ft / 38 L
Weight (Approx.)	4 lbs
Dimensions	Bag: 6"L x 10"W x 16"H Box: 24"L x 16"W x 10"H Pallet: 50"L x 42"W x 103"H
Units/Pallet	180
Cut Length	Approx. 1/2" to 2" pieces
MSRP	\$18.99
MAP	\$11.99
Margin	40+%

EQUINESTRAW	
UPC	801131000040
SKU	ES000040-E
Size	3 cu ft compressed
Size (Expanded)	10 to 12 cu ft
Weight (Approx.)	25 lbs
Dimensions	Bag: 13"L x 17"W x 24"H Pallet: 56"L x 46"W x 103"H
Units/Pallet	35
Cut Length	Approx. 1" pieces
MSRP	\$15.99
MAP	\$9.99
Margin	40+%

FARMSTRAW FINE	
UPC	801131000026
SKU	FSF00026-E
Size	3 cu ft compressed
Size (Expanded)	10 to 12 cu ft
Weight (Approx.)	25 lbs
Dimensions	Bag: 13"L x 17"W x 24"H Pallet: 56"L x 46"W x 103"H
Units/Pallet	35
Cut Length	Approx. 1/2" pieces
MSRP	\$15.99
MAP	\$9.99
Margin	40+%

FARMSTRAW COARSE	
UPC	801131000019
SKU	FSC00019-E
Size	3 cu ft compressed
Size (Expanded)	10 to 12 cu ft
Weight (Approx.)	25 lbs
Dimensions	Bag: 13"L x 17"W x 24"H Pallet: 56"L x 46"W x 103"H
Units/Pallet	35
Cut Length	Approx. 2" pieces
MSRP	\$15.99
MAP	\$9.99
Margin	40+%





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