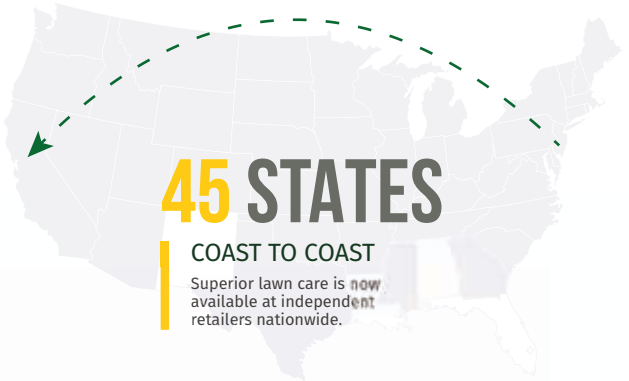


2025

RETAIL CATALOG

LAWN & SOIL CARE



45 STATES

COAST TO COAST

Superior lawn care is now available at independent retailers nationwide.



Jonathan Green

QUALITY LAWN CARE SINCE 1881

Great Lawns Start Here.





» FAMILY **4.**

140 YEARS OF QUALITY

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Deep family roots.	5

POG DISPLAYS **6.**

NOW FROM COAST TO COAST

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1881

INSPIRING BEGINNINGS

Jonathan Green experiments with turfgrass varieties to improve the surface of bowling greens in England.



MAKING IT OFFICIAL

Jack Green and his son Barry establish the Jonathan Green Grass Seed Company in Kearny, New Jersey—named in honor of Jack’s grandfather—the original turfgrass professional.

1906

BRINGING IN FAMILY

Jonathan Green’s grandson Jack starts working with his grandfather to construct higher quality bowling greens.



1957

1961

HONORING OUR ROOTS

The business begins using the cameo of Jonathan Green in the company logo.



1961

EXPANDING INTO SOD

Jonathan Green begins selling to sod growers, improving our seed mixtures to meet professional standards.



1981

SUPPORTING INDEPENDENTS

Jonathan Green transitions from selling supermarkets to independent garden centers and hardware stores. A commitment was made to never sell to big box chain stores.



1985

GOING BEYOND SEED

1985: Jonathan Green expands the business offerings outside of grass seed and introduces lawn fertilizer.

1988: Jonathan Green goes green and launches their very first line of organic lawn care products.



1986

CULTIVATING SUPERIOR SEED

Jonathan Green establishes a turfgrass research and production company named Cascade International Seed in Oregon to breed improved turfgrasses.



1993

INTRODUCING BLACK BEAUTY

Jonathan Green develops Black Beauty Grass Seed, the first-ever tall fescue plant that truly rivals the dark color and texture of Kentucky Bluegrass.



2008

EXPANDING INTO THE CO-OPS

Jonathan Green begins selling to Ace, Do-It-Best and True Value.



2010

BECOMING 6 GENERATIONS

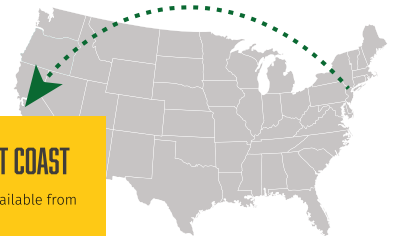
The daughters of the owners join the company on the sales and marketing teams.



2021

NOW ON THE WEST COAST

Jonathan Green is now available from Coast-to-Coast.



Our Family Roots Run Deep

Our family has been helping to grow great looking lawns for more than a century.

Welcome to Jonathan Green. We are a family owned and operated business. We take great pride in our products, and the relationships we have with our customers.

Jonathan Green sells only premium-quality grass seed, soil foods, and fertilizers to ensure that your customers achieve noticeably better results on their own lawn. By making their work easier and delivering impressive lawns, we are turning the lawn into a green space to be enjoyed with family and friends.

» Only sold by independents

Sold exclusively at independent Garden Centers and Hardware Stores. There is no big-box store competition.

» Homeowner satisfaction

Satisfied lawn customers mean repeat business for your store.

Experience The Difference

» 6 generations of family

Started from the ground up, our long-term vision is heavily rooted in commitment, ethics, and loyalty.

» Used by professionals

Our products are trusted by turfgrass professionals, such as sod growers, so you know that they grow great lawns.

» 140 Years of Quality





FIND OUR PRODUCTS ACROSS THE USA

Jonathan Green lawn products are now stocked by all the major hardware, co-op and garden center distributing companies from coast to coast. Become an Authorized Retailer today.



**Costellos Ace
NY**

**grand opening*



**Outdoor Supply Hardware
CA**

** 4' plan-o-gram*



**Rommel's Home Center
DE**

** 8' plan-o-gram*



**Great Lakes Ace
MI**

** 8' plan-o-gram*



**Westmont Ace Hardware
NJ**

** 8' plan-o-gram*



BOOST STORE AESTHETICS

Improve your grass seed display by requesting plan-o-grams, regional-specific banners, Lawn Care Guide holders, and more via our new online 'Request POP' form.

Great Lawns And Repeat Customers from coast to coast



Eye-catching Plan-o-grams

We offer regional grass seed plan-o-grams in 2-ft, 4-ft, 8-ft, and 12-ft displays, along with free point-of-purchase materials like shelf talkers, signs, banners, and Lawn Care Guides. Our lawn products feature colorful bags with clear selling points, highlighting each product's features and benefits. This creates an attractive store display and helps to ensure customer success at home.

“

Costello's Ace has displayed 8' Great Lawns Start Here plan-o-grams in our stores. We saw a lift of 84% last season on our Black Beauty grass seed sales. It really makes the department stand out and their Lawn Care booklets provide great information for our customers.”

- Andy Pergament, Category Manager, Costello's Ace Hardware (NY, NJ, MD, VA)

“

We've been a Jonathan Green customer for decades and Black Beauty has always been our best selling seed line. But after the plan-o-gram was installed, we saw a 24% increase in our Black Beauty sales! It really makes the section POP!”

- Randy Prentice, Garden Center Manager, Adams Fairacre Farms (NY)

New Display Ready Units For 2025

Mini Display Pallets

Our biggest selling fertilizers and combination products shipped on colorful skirted mini pallets containing the key selling points for each product.

Annual Lawn Care Program

Step 1: Early Spring

- Prevents and kills crabgrass.
- 25% slow-release nitrogen for gentle, long-term greening.

Step 2: Spring

- Kills over 250 broadleaf weeds.
- 30% slow-release nitrogen for gentle, long-term greening.

Step 3: Summer

- Quick greening formula with iron for maximum greening.
- 40% slow-release nitrogen reduces spring surge growth for less mowing.

Step 4: Fall

- Encourages deep fall rooting
- 25% slow-release nitrogen for gentle fall feeding.
- Promotes early spring greening.

Display Mini Pallet	Bag Coverage	Bag Count	Product Code
Veri-Green Crabgrass Preventer	5,000	40	17144
Veri-Green Weed & Feed	5,000	40	17142
Veri-Green Lawn Food	5,000	40	17145
Winter Survival	5,000	40	17143

see page 33 - 35





1.



2.



3.

Regional Stacker Boxes

Designed specifically to display our 3 pound bags of regional Black Beauty grass seed mixtures.

- 1. Delmarva
- 2. Golden State
- 3. Keystone
- 4. Pacific Northwest
- 5. Rocky Mountain

Grass Seed Mixture	Region	Case Pack	Product Code
Delmarva	DE-MD-VA	6 x 3 lb.	10394
Golden State	CA	6 x 3 lb.	10702
Keystone	PA	6 x 3 lb.	10359
Pacific Northwest	ID-OR-WA	6 x 3 lb.	10364
Rocky Mountain	CO-MT UT-WY	6 x 3 lb.	10382



4.



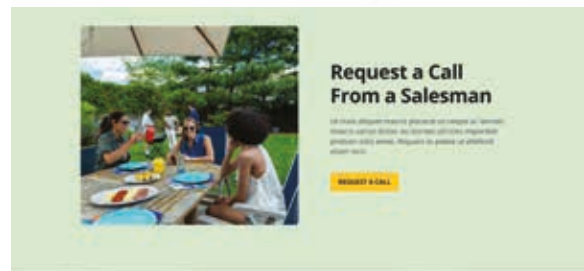
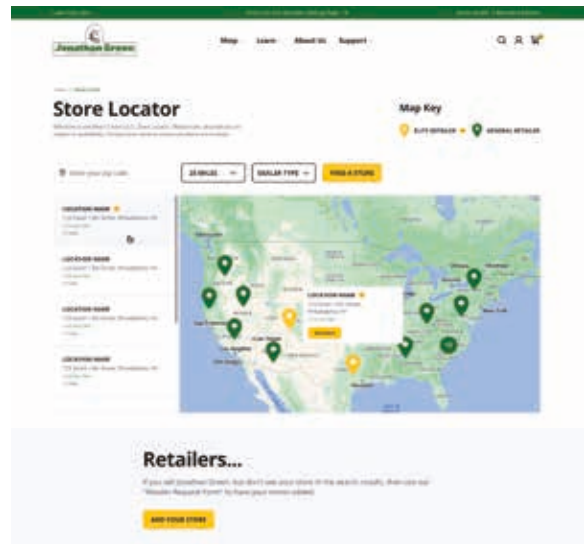
5.

see pages 24 - 25

New Retail Website For Retailers & Homeowners

Supercharge Your Retail Experience: www.jonathangreen.com

- » Order POP directly from our website
- » Discover our improved store locator
- » Connect directly with your sales rep
- » Streamlined grass seed relabel requests



Train Your Team Lawn Academy

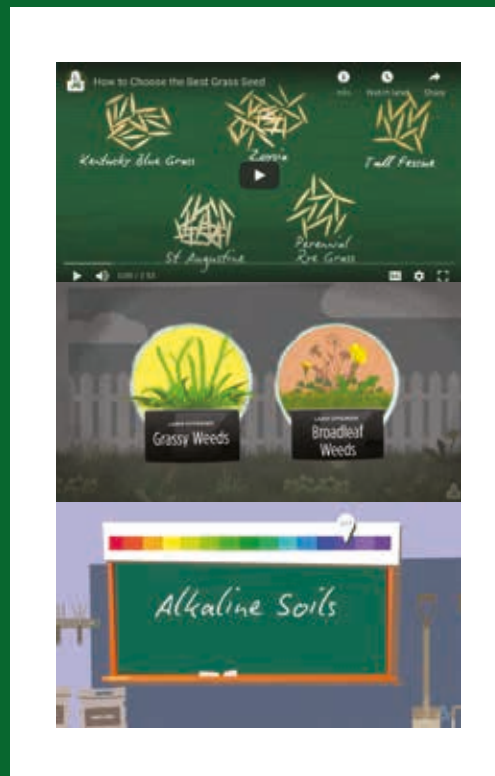
Expert training videos at your fingertips:

Watch concise 2-minute Training Academy videos, enlightening your team about lawn care essentials and the unique selling propositions of Jonathan Green products.

» 6 EDUCATIONAL VIDEOS COVERING THE ESSENTIALS NEEDED TO PROPERLY CARE FOR YOUR LAWN.

- | | |
|-----------------------------------|------------------------------|
| 1. Selecting the right grass seed | 4. Correcting acidic soils |
| 2. Control lawn weeds | 5. Correcting alkaline soils |
| 3. All about lawn fertilizers | 6. Reducing soil compaction |

WWW.JONATHANGREEN.COM/ACADEMY



Advertising Resources Digital & Print

Ready-made advertising content for retailers

- | | |
|---------------------------------------|----------------------------|
| » Ad fund rules/
procedures | Press-ready ads |
| Approved logos | Digital advertising |
| Product sell sheets | » Facebook & Instagram ads |
| Seed relabel forms | Youtube ads |
| Videos & radio scripts | Influencer campaigns |
| UPC barcodes | Display & native ads |
| Updated images for
print & digital | Digital circulars |
| | Streaming audio |



WWW.JONATHANGREENADS.COM

*All ads must use the most current images on the site and must get pre-approved by a JG Sales Rep.



Why Healthy Soil? The Sod Grower Perspective

Jonathan Green has been an important supplier to professional sod growers for 65 years. We sell Black Beauty and Blue Panther grass seed mixtures to sod growers in all the states where cool season grasses are grown.

To maximize yield, and turn of inventory, sod growers have learned the benefits that are derived from healthy soil. Sod growers are the only turfgrass professionals who start with a “blank slate” of ground in which to grow and harvest a crop of sod annually.

Normally, the planting of fields takes place in early fall with hopes to be able to harvest the sod by late spring of the next year. When this occurs growers turn their land and their sod inventory efficiently. If they can't harvest within one year, they bear the extra costs of mowing, fertilization, weed and pest control for an additional year. This means their profit will be significantly reduced. **Healthy soil plays a large part in how sod growers continuously deliver great lawns year after year.**

Sod Grower Tip #1: Good soil supports grass plant life and poor soil does not.

Sod Growers apply a rich carbon source to their fields every year in order to convert soils that contain sand or heavy clay into rich topsoil. By increasing the organic content in the soil, the microbes convert it into mineral-rich humus. **Soil microbes help provide vital nutrition to the grass roots. This process also helps to improve the plant's resistance to disease, fungus and drought.**

The details: During the conversion process the microbes make the soil more porous, increase oxygen levels and alleviate compaction. **If the organic content in soil becomes too low the microbes start to disappear and the soil re-compacts** – meaning air, water and nutrients won't flow deep enough to allow for proper root growth or plant consumption. **It is only with healthy soil microbial life that the nutrients from fertilizers are able to be accessed by the grass plants.**

At home solution: Apply a rich carbon source like *Love Your Soil* or *Mag-I-Cal Plus* to the lawn at least once every year.

Sod Grower Tip #2: Maintaining a soil pH between 6.2 to 7.0. It is essential for growing great grass.

The second obstacle to growing great sod is having the right pH. Lawn grass flourishes in a slightly acidic to neutral pH (ranging from 6.2 to 7.0 on the pH scale). **When pH falls outside this range, nutrients become locked-up in the soil, and are not readily available to grass plants.**

A proper soil pH will allow 100% of the fertilizer you apply to be consumed by the grass plant; **while an imbalanced soil pH could waste approximately 50% of the fertilizer applied because the grass roots cannot absorb it.**

The details: Small changes in pH level can mean big changes for the lawn. The pH scale is logarithmic, meaning a pH reading of 5 is 10x more acidic than a pH reading of 6 and 100x more acidic than a pH of 7, and so on.

At home solution: Apply *Mag-I-Cal Plus for Acidic & Hard Soil* for lawns with low pH, and *Mag-I-Cal Plus for Lawns in Alkaline & Hard Soil* for lawns with high pH.

» Plant nutrient availability is strongly tied to the pH

» Half of fertilizer is lost when soil pH is imbalanced

» Adding organic content increases microbial life

» Need active microbes and a balanced pH for nutrients to be absorbed by grass plants



Why soil pH is important acidic vs alkaline

Having the correct soil pH is critically important to healthy turfgrass growth. In acidic soils (low pH), hydrogen (H⁺) ions bond strongly to exchange sites in the soil, which hold the mineral nutrients. Conversely, when too many alkaline elements, like calcium (Ca⁺⁺), magnesium (Mg⁺), and sodium (Na⁺), dominate exchange sites in the soil, they cause excessive alkalinity (high pH). Soil pH is measured on a pH scale, which is shown above. When the soil is too acidic or too alkaline, the exchange sites become “clogged” with the tightly bound elements above, and fertilizer nutrients can’t bind to them. If these bonds aren’t broken, then fertilizer becomes unused and often leaches into groundwater. Some studies show that 20% to 70% of lawn fertilizer is wasted when soil pH is imbalanced.

Mag-I-Cal Plus for Acidic & Hard Soil rapidly releases acidic elements from exchange sites, allowing fertilizer nutrients to take their place and be properly broken down for grass roots to absorb. Similarly, Mag-I-Cal Plus for Alkaline and Hard Soil removes alkaline elements from exchange sites, enabling the nutrients from lawn fertilizer to effectively take a seat on the exchange sites and be used by grass plants. Both Mag-I-Cal Plus products also loosen hard soil to increase air flow, porosity, and root growth.

Stop wasting your lawn fertilizer! Start improving your soil today by using Mag-I-Cal Plus immediately before fertilizing lawns. Yes, you may say that Mag-I-Cal plus is the “primer” for your fertilizer.



Watch our Acidic
Soil Video

How to turn poor soil into topsoil

A pool was dug in central New Jersey. The soil base was sand mixed with heavy clay. **Love Your Soil** was used twice a year for four years prior to the pool excavation. Look at the difference! You can see that Love Your Soil created nearly 20" of topsoil. Start building healthy topsoil now by adding our "bio-boosting" **Love Your Soil** into your lawn care programs.



Video on Soil Compaction

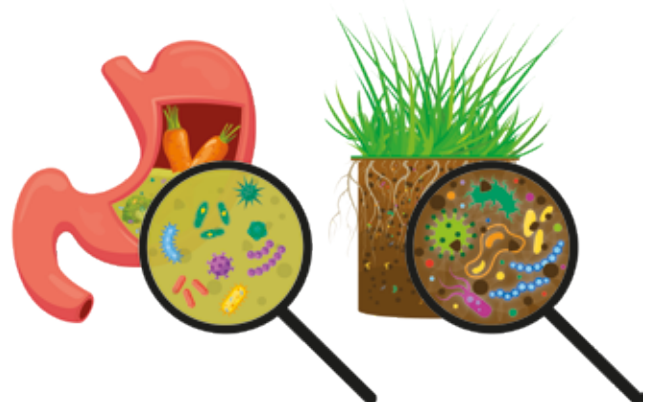


What makes the stomach and soil similar?

Hint: It's how both absorb nutrients

The human digestive system breaks down larger food molecules using acids and enzymes into smaller molecules that are absorbed by the bloodstream to nourish the body.

In the soil, bacteria and fungi, also using acids and enzymes decompose the organic and mineral content in the soil. The larger food molecules are converted into smaller molecules which are transported via an enriched soil water solution to the grass roots as nourishment.





> Black Beauty variety on the research farm

Black Beauty

know the difference

The Black Beauty grass seed mixtures shown in this catalog represent the culmination of decades of research, evaluation and production. This process involves the best grass plant breeders, researchers and grass seed farmers. Less than 1% of the turf-grasses we screen end up being worthy of the Black Beauty name.

Black Beauty grass seed is known for having a naturally dark-green color, uniform texture, and a waxy leaf coating to preserve moisture. They also contain naturally occurring endophytes which provide insect and disease resistance. With roots up to 4-feet deep, Black Beauty mixtures are very drought tolerant and will save money on water bills. Whether starting from scratch, or overseeding, Black Beauty grass seed mixtures have the ability to improve any lawn.

Before becoming available for retailers to sell, Black Beauty was grown and tested by sod growers on sod farms across America for many years. The feedback we received from these turfgrass professionals convinced us that we had to increase our seed production to offer these special seed mixtures to our loyal independent retailers and their customers.

Black Beauty seed mixtures are only sold at independent garden centers and hardware stores, so you'll never compete for grass seed sales with the big-box discounters. We have been breeding and improving turfgrass varieties for over fifty years in order to create exceptional turfgrass mixtures that will shine in your store and on your customers lawns.



> Infante Sod Farm – BB grass roots



> Black Beauty used at Queens Cup



> Black Beauty homeowner – MD



> A&W Southern Sod Farm – TN



> Johnson Sod Farm NJ – freshly cut Black Beauty sod



> Steeplechase track – NC



> BB golf course roughs – Chicago



> FOX News, Earth Day Segment 2024 – NYC



> Black Beauty compared to regular sod – NY



> Lawn seeded with Black Beauty Ultra grass seed – NJ

Black Beauty Grass Seed Collection

- »» Roots up to 4' deep
- »» Waxy leaf coating locks-in moisture
- »» Incredible drought & disease resistance
- »» Upright uniform growth habit
- »» Naturally insect resistant





- 30% Future Tall Fescue
- 30% Montana Tall Fescue
- 20% Toltec Tall Fescue
- 10% Pivot Kentucky Bluegrass
- 10% Frontier Perennial Ryegrass

Black Beauty® Ultra

Our best and newest Black Beauty, Kentucky bluegrass and perennial ryegrass varieties.

Excellent heat tolerance.

Used by nation's leading sod growers.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
400	10320	1	24	40	\$7.99
1,200	10321	3	15	21	\$24.99
2,800	10322	7	7	21	\$44.99
10,000	10323	25	1	40	\$134.99
20,000	10324	50	1	20	\$234.99



- 50% Montana Tall Fescue
- 25% Future Tall Fescue
- 25% Toltec Tall Fescue

Black Beauty® Original

A 3-way blend of turf-type tall fescue.

Perfect for overseeding into any existing lawn – sun or shade.

Used by leading sod growers across the USA.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,500	10318	5	10	21	\$24.99
4,500	10317	15	3	21	\$74.99
7,500	10315	25	1	40	\$134.99
15,000	10316	50	1	20	\$234.99



- 35% Future Tall Fescue
- 25% Montana Tall Fescue
- 20% Frontier Perennial Ryegrass
- 10% High Life Perennial Ryegrass
- 10% Pivot Kentucky Bluegrass

Black Beauty® Sun & Shade

Our best-selling grass seed mixture.

Adaptable Black Beauty varieties that grow well in sunny or shady lawn conditions.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
750	12001	1	24	40	\$7.99
2,250	12002	3	15	21	\$24.99
5,250	12005	7	7	21	\$44.99
11,250	12004	15	3	21	\$79.99
18,750	12006	25	1	40	\$134.99
37,500	12007	50	1	20	\$234.99

*Mixtures and prices subject to change without notice.

Black Beauty® Dense Shade

Shade-tolerant for a lawn that grows well in tree-lined areas.

Grows in spots with limited sunlight.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
600	10622	1	24	40	\$7.99
1,800	10600	3	15	21	\$24.99
4,200	10620	7	7	21	\$44.99
15,000	10610	25	1	40	\$134.99



40% Montana Tall Fescue
20% Future Tall Fescue
15% Frontier Perennial Ryegrass
15% Carson Chewings Fescue
10% High Life Perennial Ryegrass

Black Beauty® Fall Magic

Specially formulated for fall seeding.

Repair summer damage.

For use in sun and shade.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,500	10765	3	15	21	\$24.99
3,500	10768	7	7	21	\$44.99
12,500	10770	25	1	40	\$134.99



35% Montana Tall Fescue
15% Toltec Tall Fescue
15% Frontier Perennial Ryegrass
15% Carson Chewings Fescue
10% High Life Perennial Ryegrass
10% Pivot Kentucky Bluegrass

Black Beauty® Heat & Drought

Contains Tall Fescue and Texas Bluegrass that withstands heat up to 100°F.

The ultimate heat/drought mixture.

Can be used as far south as northern TX, which includes much of CA.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,500	10514	3	15	21	\$24.99
3,500	10515	7	7	21	\$44.99



30% Future Tall Fescue
30% Montana Tall Fescue
30% Toltec Tall Fescue
10% Bluegem Texas/Kentucky Bluegrass



- 45% Toltec Tall Fescue
- 25% Frontier Perennial Ryegrass
- 15% High Life Perennial Ryegrass
- 15% Future Tall Fescue

Black Beauty® Heavy Traffic

Best varieties for “wear and tear” areas.
Use in sunny or shady areas where children and pets play.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,200	10970	3	15	21	\$24.99
2,800	11000	7	7	21	\$44.99
10,000	10980	25	1	40	\$134.99



- 30% Toltec Tall Fescue
- 25% Montana Tall Fescue
- 15% Harpoon Hard Fescue
- 10% Frontier Perennial Ryegrass
- 10% High Life Perennial Ryegrass
- 10% Carson Chewings Fescue

Black Beauty® Shady Nooks

Survives in shady areas, wet or dry.
For areas of the lawn with medium to extreme dense shade.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
2,250	11957	3	15	21	\$24.99
5,250	11959	7	7	21	\$49.99
18,750	11960	25	1	40	\$149.99



- 40% Toltec Tall Fescue
- 25% Montana Tall Fescue
- 15% High Life Perennial Ryegrass
- 10% Frontier Perennial Ryegrass
- 10% Pivot Kentucky Bluegrass

Black Beauty® Sunny

Performs best in full sun areas.
Great heat and drought resistance.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
850	10895	1	24	40	\$7.99
2,550	10860	3	15	21	\$24.99
5,950	10880	7	7	21	\$44.99
21,250	10870	25	1	40	\$134.99

Black Beauty bare spot repair



- » rake
- » shake
- » water

Black Beauty® Patcher Combo: Grass Seed–Fertilizer–Mulch

All-in-one solution, with starter food, to repair stubborn bare spots in lawns.

Contains Black Beauty Ultra Grass Seed.

Uses coir & rice hull mulch to amend soil.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
130 (jug)	10450	3	4	120	\$25.99
300 (bag)	10451	7	1	99	\$37.99



Toltec Tall Fescue
Montana Tall Fescue
Pivot Kentucky Bluegrass
Frontier Perennial Ryegrass
Coir & Rice Hull Mulch
Lawn Food (1-2-1)



- » rake
- » cut
- » water

Black Beauty® Seedroll

Contains Black Beauty Ultra Grass Seed and starter food.

All-in-one seed mat ideal for bare spots and slopes.

Just roll, water and grow.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
50	10410	3	6	24	\$29.99



- Toltec Tall Fescue
- Golconda Tall Fescue
- Pivot Kentucky Bluegrass
- Singular Perennial Ryegrass
- Lawn Food (Starter Fertilizer)

regional grass seed mixture

Black Beauty® Delmarva Mid-Atlantic Blend

Great for the heat and drought stressed areas of the Mid-Atlantic.

Region includes Delaware, Maryland and Virginia.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,500	10394	3	6	24	\$24.99
2,150	10391	7	7	21	\$44.99
7,500	10392	25	1	40	\$134.99
15,000	10393	50	1	20	\$234.99



40% Toltec Tall Fescue
30% Golconda Tall Fescue
30% Montana Tall Fescue

Black Beauty® Golden State California Mixture

Formulated for the drought areas of CA.

Grows a dark green lawn with less water.

Waxy leaf coating preserves moisture.

Grows roots up to 4-feet deep.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
500	10769	1	12	48	\$7.99
1,500	10702	3	6	24	\$24.99
3,500	10701	7	7	21	\$44.99

*Available in CA only



30% Golconda Tall Fescue
30% Future Tall Fescue
30% Montana Tall Fescue
10% Solar Texas/Kentucky Bluegrass

Black Beauty® Keystone Pennsylvania Mixture

Specially formulated for the diverse growing conditions of PA.

Naturally dark green grasses require less fertilizer.

Thickens and improves any lawn.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,200	10359	3	6	24	\$24.99
2,800	10361	7	7	21	\$44.99
10,000	10362	25	1	40	\$134.99

*Available in PA only



35% Golconda Tall Fescue
20% Future Tall Fescue
20% Frontier Perennial Ryegrass
15% High Life Perennial Ryegrass
10% Krypton Kentucky Bluegrass

regional grass seed mixture

Black Beauty® Pacific NW Idaho, Ore., Wash. Mixture

Formulated for the diverse climates of the Pacific Northwest.

Produces a dark-green lawn.

For sunny and shady areas.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
2,250	10364	3	6	24	\$24.99
5,250	10366	7	7	21	\$44.99



- 35% Dakota Tall Fescue
- 25% High Life Perennial Ryegrass
- 20% Thunderbolt Tall Fescue
- 10% Frontier Perennial Ryegrass
- 10% Pivot Kentucky Bluegrass

Black Beauty® Rocky Mountain CO, MT, UT, WY Mixture

Formulated for the high altitudes of the Rockies.

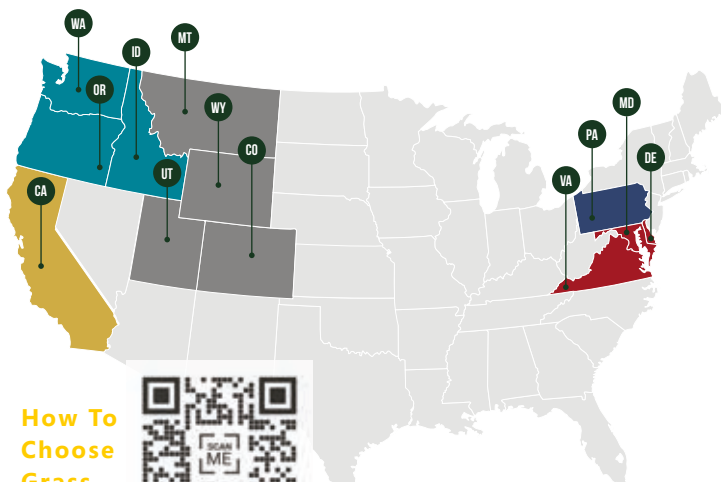
Grows a dark-green lawn with less water.

For sunny and shady areas.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,500	10382	3	6	24	\$24.99
3,500	10383	7	7	21	\$44.99



- 30% Toltec Tall Fescue
- 30% Thunderbolt Tall Fescue
- 30% Frontier Perennial Ryegrass
- 10% Krypton Kentucky Bluegrass



**How To
Choose
Grass
Seed**



Ask your sales representative about our

Stacker Boxes

which are ideal for setting up off-shelf displays of your Regional Black Beauty grass seed mixtures.



additional grass seed mixtures



70% Annual Ryegrass
20% Perennial Ryegrass
10% Tall Fescue

Fast Grow Grass Seed Mixture

Provides a quick, temporary cover to landscapes that will likely be changed.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,500	10820	3	15	21	\$9.99
3,500	10840	7	7	21	\$21.99
7,500	10830	15	3	21	\$44.99
12,500	10810	25	1	40	\$66.99



25% Krypton Kentucky Bluegrass
25% Pivot Kentucky Bluegrass
25% Madison Kentucky Bluegrass
25% Deepblue Kentucky Bluegrass

Blue Panther™ Kentucky Bluegrass Blend

Contains the best Kentucky bluegrass varieties being grown by top sod growers across the US.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
4,800	11970	3	15	21	\$29.99
40,000	11980	25	1	40	\$199.99



40% Frontier Perennial Ryegrass
30% High Life Perennial Ryegrass
30% Singular Perennial Ryegrass

Touch-Up Tri-Rye Perennial Ryegrass Blend

Perfect for repairing bare spots or overseeding your entire lawn.

A golf course quality mixture.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,500	12120	3	15	21	\$19.99
3,500	12140	7	7	21	\$39.99
12,500	12130	25	1	40	\$134.99



80% Annual Ryegrass
10% Perennial Ryegrass
10% Tall Fescue

Contractor's Grass Seed Mixture

Ideal for stabilization or temporary seeding.

Quick germination and cover.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
6,500	11458	25	1	40	\$64.99
13,000	11460	50	1	20	\$114.99

specialty seed mixtures



100% White Clover

White Clover Seed

Low-growing, perennial broadleaf ground cover that has deep taproots and withstands drought.

Its nitrogen-fixing abilities helps to feed lawns.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,000	12381	1	24	40	\$14.99



30% Annual Ryegrass
25% Fawn Tall Fescue
15% Tetraploid Perennial Ryegrass
15% Orchardgrass
5% Timothy
5% White Clover
5% Kentucky Bluegrass

Pasture Mixture

Endophyte-free.

Ideal for paddocks.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
21,780	11621	25	1	40	\$119.99
43,560	11620	50	1	20	\$229.99



Over 25 Wildflowers
Hard Fescue
Birdsfoot Trefoil

Wildflowers & Meadow Grass Mixture

Over 25 types of annual and perennial wildflowers. Creates a meadow effect.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,000	12384	1	18	40	\$19.99



100% Winter Rye

Winter Rye

Cover crop for your garden to enrich the soil. Not for lawn seeding.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
1,200	12391	5	10	21	\$12.99
13,500	12390	56	1	20	\$44.99



Cellulose Mulch
Corn Fiber
Natural Tackifier

Top-Dress™ Seedling Cover

Helps hold water in place for better establishment. Conceals grass seed from birds and prevents erosion.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
800	11031	40	1	50	\$49.99

Soil Foods Amendment Collection

- »» Adds organic matter
- »» Neutralizes soil pH (6.2 - 7)
- »» Stimulates soil microbial life
- »» Loosens hard soils
- »» Help grass roots to access air, food & water

Watch
Our Mag-
i-cal Plus
Video





21% Calcium
3.8% Sulfur
1% Iron

Love Your Soil Lawns in Hard Soil

Rapidly loosens hard, compacted soil with a special, fast-acting gypsum and molasses formula.

Bio-stimulates soil life to build top soil.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	12190	18	na	100	\$24.99
15,000	12191	46.5	na	40	\$59.99



28% Calcium
1.5% Sulfur
.5% Iron
1% Humic Acid
1% Polyhydroxycarboxylic Acids
2% Biochar

Mag-I-Cal Plus Lawns in Acidic & Hard Soil

A unique soil food combination product:

- Rapidly **raises soil pH**.
- Loosens soil compaction.
- Stimulates microbial activity.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	11354	18	na	100	\$28.99
15,000	11355	54	na	40	\$59.99



18% Calcium
17% Sulfur
6% Humic Acid
1% Polyhydroxycarboxylic Acids

Mag-I-Cal Plus Alkaline Lawns in Alkaline & Hard Soil

A unique soil food combination product:

- Rapidly **lowers soil pH**.
- Loosens soil compaction.
- Stimulates microbial activity.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	11356	18	na	100	\$28.99
15,000	11357	54	na	40	\$59.99

Soil Foods and testers

Mag-I-Cal

Lawns in Acidic Soil

5M bag equals up to 5 bags of lime.

15M bag equals up to 15 bags of lime.

Use on soils with pH below 6.2.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	11353	18	na	100	\$19.99
15,000	11352	54	na	40	\$44.99



35% Calcium
2% Humic Acid
2% Polyhydroxycarboxylic
Acids

Pro Soil Tester

For pH & Moisture

Professional-grade quality.

Accurately measures soil pH and moisture levels in just 3 minutes.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
na	11100	na	na	na	\$74.99



Soil pH Test Kit

Easy-to-use kit determines soil pH in 5 minutes.

10 test capsules per kit.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Cases per Pallet	MSRP
na	11595	na	12	na	\$7.99





>> Love Your Soil and Mag-I-Cal really work!

★★★★★

Review by Love Your Soil Believer

'I have to admit that I was very skeptical about Love Your Soil and Mag-I-Cal Plus but after using both products for less than one year, I'm a true believer! Like many households in NC, my clay soil was extremely compact and very hard to work with even after amending it with screened compost and peat moss. After using both products my soil appears to be less dense, I don't have puddles of standing water and my grass is deep green even during extended periods of drought. My lawn might not be picture perfect yet but I finally feel that I'm on the correct path to a much healthier soil and lawn. Thank you for making professional grade products available to home owners.'

Lawn Foods

Fertilizers & Combo Collection

- » Extended greening for up to 3 months.
- » Slow release nitrogen unaffected by rainfall and temperature.
- » Superior weed control over other brands.



Watch
Our
Crabgrass
Video



Contains Dimension® herbicide
 Derived from: Polymer Coated Urea, Urea, Muriate of Potash
 25% Slow-Release Nitrogen

Veri-Green Lawn Food Crabgrass Preventer

Prevents crabgrass **before** it grows.
 Kills crabgrass **after** it grows up to 3rd leaf stage.
 Feeds the lawn (20-0-3).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	16000	16	na	130	\$29.99
15,000	16001	48	na	45	\$74.99

Dimension® is a registered trademark of Dow AgroSciences, LLC.



Contains Dissolve® herbicide
 Derived from: Polymer Coated Urea, Urea, Sulfate of Potash
 30% Slow-Release Nitrogen

Veri-Green Lawn Food Weed & Feed

Kills over 250 broadleaf weeds.
 Kills dandelions, clover, chickweed, oxalis, and purslane.
 Feeds the lawn (21-0-3).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	16002	15	na	130	\$29.99
15,000	16003	45	na	45	\$69.99

Dissolve® is a registered trademark of NuFarm Americas, Inc.



Derived from:
 Polymer Coated Urea
 Urea, Muriate of Potash
 Ferrous Sulfate
 25% Slow-Release Nitrogen

Winter Survival Fall Lawn Food

Helps encourage fall rooting and winter disease prevention.
 Provides a gentle fall feeding.
 Feeds the lawn (10-0-20).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	12400	15	na	130	\$24.99
15,000	12414	45	na	45	\$59.99

Lawn Foods and annual program

Veri-Green Lawn Food

Quick greening formula.

Contains iron for maximum greening.

Feeds the lawn (29-0-3).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	16004	15	na	130	\$24.99
15,000	16005	45	na	45	\$59.99



Derived from:
 Polymer Coated Urea,
 Urea, Muriate of Potash
 Ferrrous Sulfate
 40% Slow-Release Nitrogen

Veri-Green Lawn Food For Seeding & Sodding

Helps newly planted seed or sod develop deep and dense roots.

Feeds the lawn (12-18-8).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
1,500	16006	4.5	12	35	\$12.99
5,000	16007	15	na	130	\$27.99
15,000	16008	45	na	45	\$64.99



Derived from:
 Polymer Coated Urea,
 Urea, Muriate of Potash
 Ammoniated Phosphate
 25% Slow-Release Nitrogen

Summer Survival Insect Control with Lawn Food

Gently feeds the lawn without burning during the summer.

Kills surface feeding insects that damage grass leaves.

Feeds the lawn (13-0-3).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	12011	16.65	na	130	\$27.99
15,000	12015	49.95	na	45	\$64.99



Contains Bifenthrin insecticide
 Derived from: Polymer Coated Sulfur Coated Urea,
 Urea, Muriate of Potash
 40% Slow-Release Nitrogen



Watch our
Weed Control
Video



Annual Lawn & Soil Program

1. Veri-Green with Crabgrass Preventer
2. Veri-Green with Weed & Feed
3. Mag-I-Cal Plus
4. Winter Survival

The only annual lawn care program that greens the lawn, kills weeds and improves the soil.

Coverage (sq. ft.)	MSRP
5,000	\$99.95
15,000	\$249.95



Organic Collection

- » Safe for children and pets.
- » Will not burn lawns.
- » Complex food-grade ingredients that contain no manures.

» LOVE!!

★★★★★ Review by Jessica

'It is now November and I've used Jonathan Green's Organic lawn food twice this year. My lawn was never the best, in fact it was the worst. Now my lawn is by far, the greenest on the block, and it is really lush. I live across from neighbors who pride themselves on their lawn and their Scotts products, but now their lawn looks dried up, scarce and yellow-green. So blown away! I'm a fan for life.'





10% Total N
 9% Water Insoluble Nitrogen
 1% K₂O
 1% Calcium
 1% Sulfur
 1% Iron

Organic Lawn Food 100% Homogenous Granules

A complex, all organic lawn fertilizer. Ecofriendly formula – great for lake and bay communities.

Feeds the lawn in spring-summer-fall (10-0-1).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	10250	15.5	na	96	\$36.99
15,000	10251	46.5	na	40	\$84.99



10% Total N
 3.5% Water Insoluble Nitrogen
 6.5% Other Water Soluble N
 2% Soluble K₂O
 Derived from: Corn Gluten Meal, Urea

Corn Gluten Weed Preventer plus Lawn Food

Safe for kids and pets.

Prevents crabgrass, dandelions and over 25 other weeds.

Feeds the lawn (10-0-2).

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	11591	15	na	104	\$39.99



1% Rosemary Oil
 0.5% Geraniol
 0.2% Peppermint Oil
 Inert Ingredients: Corn Cobs, Wintergreen Oil, Polyglyceryl Oleate

Natural Grub and Insect Control

Controls grubs and surface-feeding insects organically.

Insects include ants, chinch bugs, fleas, and ticks (lone star, deer, and dog).

Contains plant oils.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	11925	10	na	144	\$44.99

Controls Collection



Great Product

★★★★★ **Review by John B.**

'Jonathan Green Lawn Moss Control works very well. Have a very shaded yard and have had an ongoing moss problem for years. I have used Scotts products with very limited success. I saw this product at my local Ace Hardware and decided to buy one bag to give it a try..I was very impressed. I could actually see it was working the next day. I have since bought 2 more bags. Highly impressed with this product.'



Season-Long Weed Preventer Lawns & Landscapes

Controls or suppresses many annual grasses and broadleaf weeds.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	12360	9.5	na	150	\$21.99
15,000	12361	28.5	na	50	\$54.99



Dimension (Dithiopyr)



2,4-D, MCPP, Dicamba

Lawn Weed Control

Improved formula with Trimec® technology provides control of 200+ broadleaf weeds.

Use when weeds are actively growing from spring through fall.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	12195	10	na	120	\$21.99
15,000	12197	30	na	50	\$54.99



Thiophanate-methyl

Lawn Fungus Control

Controls 20+ diseases.

Including summer patch, dollar spot, red thread, brown patch, pink snow mold.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	10233	7.5	na	150	\$18.99
15,000	10236	22.5	na	50	\$45.99



Ferrous Sulfate Monohydrate

Lawn Moss Control

Kills lawn moss quickly.

50% more active ingredient per bag than leading competitors.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
5,000	11457	20	na	100	\$21.99

Spreader Collection

- »» For homeowners and landscapers
- »» Pneumatic tires for easy spreading





Deluxe Rotary Spreader

Holds up to 15,000 square feet.

Comes 95% assembled.

JG SKU	Cases Per Pallet	Units per Case	MSRP
10938	12	1	\$264.99



Standard Rotary Spreader

For easy accurate applications of grass seed and fertilizers.

Comes fully assembled.

JG SKU	Cases Per Pallet	Units per Case	MSRP
10937	18	3	\$99.99



Hand Spreader

Ideal for grass seed, fertilizers, controls and ice melt.

Lightweight, ergonomic handle.

Fully assembled.

JG SKU	Cases Per Pallet	Units per Case	MSRP
10947	168	6	\$19.99

Fabrics Collection



Landscape Fabric

3 oz

Stop weeds from growing permanently. 6-year warranty.

JG SKU	Units per Pallet	Units per Case	MSRP
12423	3 x 50'	20/case	\$14.99
12424	3 x 100'	12/case	\$24.99
12443	3 x 300'	each	\$74.99
12445	6 x 300'	each	\$134.99



Professional Landscape Fabric

6 oz

Weed barrier that stops 95% of weed growth. 12-year warranty.

JG SKU	Units per Pallet	Units per Case	MSRP
12425	3 x 50'	12/case	\$21.99
12426	3 x 100'	6/case	\$39.99
12422	3 x 300'	each	\$119.99
12435	6 x 300'	each	\$229.99



Landscape Staples

Display landscape staples with landscape fabric for easy tie-in sales.

Helps secure numerous lawn and garden objects to ground.

JG SKU	Units per Pallet	Units per Case	MSRP
10755	na	36x10/bag	\$3.99
10756	na	1000/box	\$69.99

Ice Melt Collection



Sodium Chloride
Calcium Chloride
Potassium Chlorid
Blue dye for accurate spreading

Melt-A-Way Ice Melter

3-way melting action.
Effective to +15° F.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
na	11305	50	na	40	\$24.99



Magnesium Chloride

Magnesium Chloride Pellets

Use on all surfaces for ice melting to -13° F.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
na	11262	50	na	48	\$32.99



Pure Sodium Chloride

Rock Salt

Effective to +20° F.

Coverage (sq. ft.)	JG SKU	Weight (lbs)	Case Pack	Bags per Pallet	MSRP
na	11799	50	na	49	\$13.99



Distributors & Co-ops

Ace Hardware	: 630-990-6600	BFG Supply (West)	: 800-624-2517	H.B. Davis Seed Co.	: 518-489-5411
Arett Sales	: 856-751-1224	Do It Best Hardware	: 260-748-5300	Orgill Corp.	: 800-347-2860
Bradley Caldwell, Inc.	: 570-455-7511	Emery-Jensen	: 217-360-9876	Standard Hardware	: 603-424-2141
BFG Supply (East)	: 800-883-0234	Griffin Greenhouses	: 800-888-0054	True Value Hardware	: 800-897-3112

Address

PO Box 326
48 Squankum-Yellowbrook Rd.
Farmingdale, NJ 07727

Phone & Fax

Toll Free : 1-800-526-2303
VP Sales : 646-640-0743
Orders : ext: 209, 211 & 223
Co-Op Ad : ext: 211
Fax : 732-751-2547

Online

Email : support@jonathangreen.com
Marketing : marketing@jonathangreen.com
VP Sales : marlotta@jonathangreen.com
Facebook : [/JonathanGreenInc/](https://www.facebook.com/JonathanGreenInc/)
Instagram : [/jonathangreen_lawn/](https://www.instagram.com/jonathangreen_lawn/)

