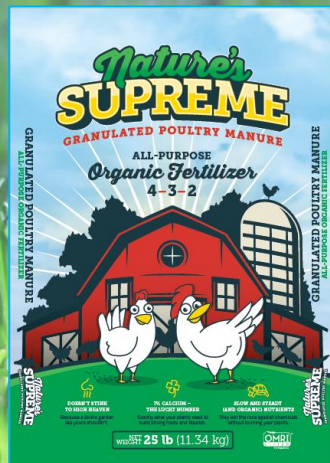
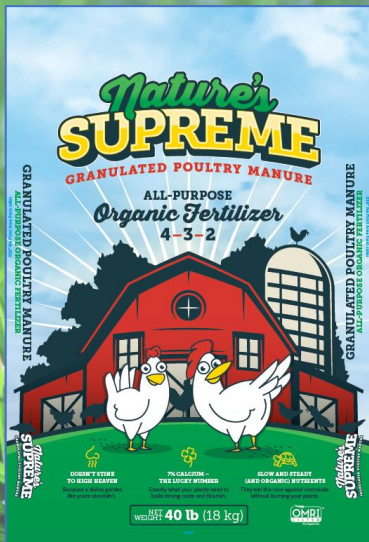


# Nature's SUPREME

GRANULATED POULTRY MANURE

## All-Natural Organic Fertilizers

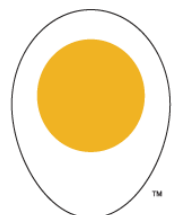


Herbruck's

For the family looking to create a healthy, safe and beautiful outdoor space, Nature's Supreme organic fertilizer delivers natural performance.

From our farm to your landscape, we deliver natural performance with an all-natural, organic and sustainably sourced fertilizer.

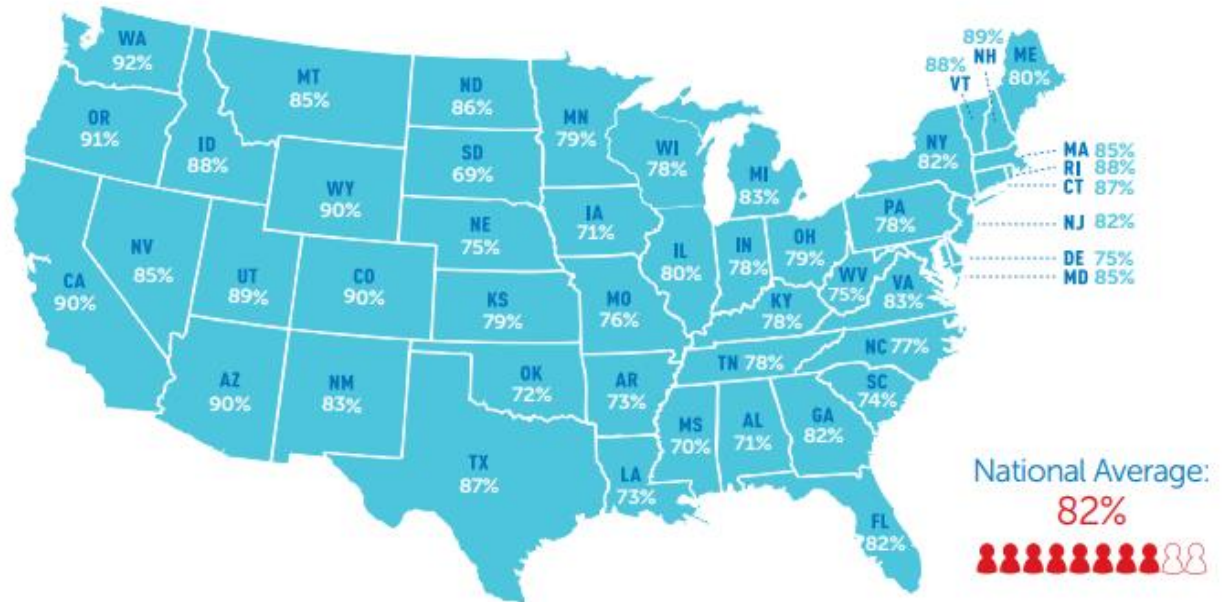
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*Herbruck's*



# Why Organics?



**On average, 82% of the U.S. population is purchasing organics**

- The organic market in the U.S. is growing substantially
  - Number of organic farms grew 39% in the past five years
    - Income for organic farms has nearly doubled during this period
  - Americans spent \$52.5 billion on organic products in 2019

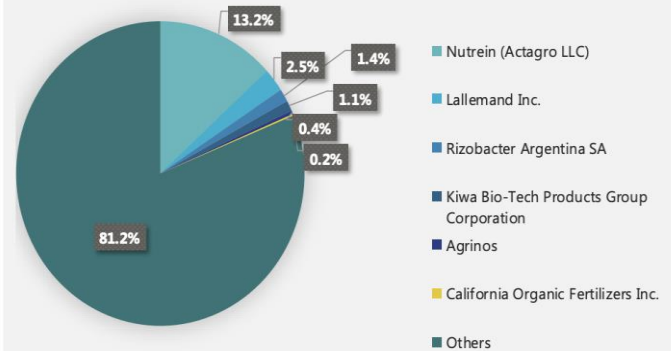
# Organic Fertilizer Trends

## Global Trends

- The organic fertilizers market is highly fragmented (top six producers account for 18.7% of the market)(IBIS).
- The World Global Organic Fertilizer market is expected to grow to about \$3 billion by 2023
- In North America, we see a large growth in demand for organic fertilizers. Projected growth over the next 5 years is 13.3% for all organic fertilizers(Mordor).

## ORGANIC FERTILIZERS MARKET

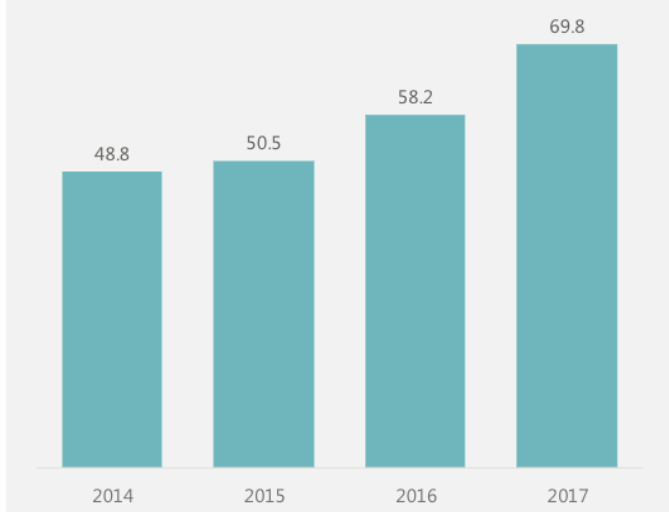
Revenue Share (%), by Major Players, North America, 2019



Source: Mordor Intelligence

## ORGANIC FERTILIZERS MARKET

Organic Farmland in million hectare, North America, 2014-2017



SOURCE: Research Institute of Organic Agriculture (FiBL)

## U.S. Market Growth Trends

- Market valued at \$515.5 million in 2019 and projected to grow to \$1,136.3 million by 2025 (Mordor)
- We can account this to widespread adoption of organic crop production techniques
- Number of U.S. organic farms grew 39% in the past five years (OTA.com)
- U.S. demand for packaged lawn and garden consumables in the residential market is forecasted to grow 2.9% per year through 2023 (Freedonia)

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# The Organic Consumer

CRITERIA	True Believers	Enlightened Environmentalists	Healthy Realists	Strapped Seekers
Natural (environmental benefit)	8	10	4	2
Organic (health benefit)	10	9	5	2
Price	3	1	6	10
Effectiveness	8	8	8	8
Brand loyalty	7	9	6	2
Ease of Use	4	2	8	9

Using SPINS Consumer Insights data, we identified the top 4 customer segments to whom organic fertilizer may appeal.

These 4 segments represent 43% of the US Population and 64% of the Natural Products industry.

While these figures are specific to the food industry, they point to underlying value drivers that would also drive home lawn and garden purchasing behavior.



# Targeted Segments

## True Believers



*"My family's health is the most important thing to me. We try to buy organic food, keep a vegetable garden, and avoid lots of toxic chemicals in our daily lives."*

- Ali, artist

## Enlightened Environmentalists



*"We have always shopped at co-ops and make some of our foods ourselves. We make a point to only purchase eco-friendly products."*

- Jody and Dave, museum curators

# Strategy

## **Create awareness with the consumer**

- Leverage brands channels and store co-branded materials for both the pre-sale and point-of-sale opportunities
  - Digital Media
  - Social Media
  - Influencers
  - Shelf callouts (blades, hangers, tags)

## **Drive a connection with the organic cause**

- Develop account specific programs to support local causes or neighborhood specific initiatives
  - Community gardens
  - Local event support

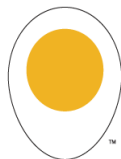
## **Develop loyalty (account and brand)**

- Develop specific programs to support loyalty and growth of the brand with retail partners
  - Leverage the unique relationship and value the consumers enjoy with their retailer



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# Products



*Herbruck's*

Herbruck's Poultry Ranch  
Saranac, MI 48881  
[www.Herbrucks.com](http://www.Herbrucks.com)





At Nature's Supreme, our fertilizer provides an all-natural organic alternative to the traditional chemical-based options. Our certified humanely raised hens are fed a premium, vegetable based organic diet that provides the natural material base for our fertilizer.

The nutrients available from our fertilizer helps to strengthen the root system while the all-natural organic matter helps to conserve water by trapping moisture. All of this is contained in a crumbled pellet that is easy to mix in your plant beds and flows easily through your favorite spreader to provide a healthy Family and Pet-safe outdoor area to enjoy all season long!



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From our farm to your yard we  
maintain total lifecycle control and  
guarantee the highest quality,  
sustainably-sourced organic hen litter.



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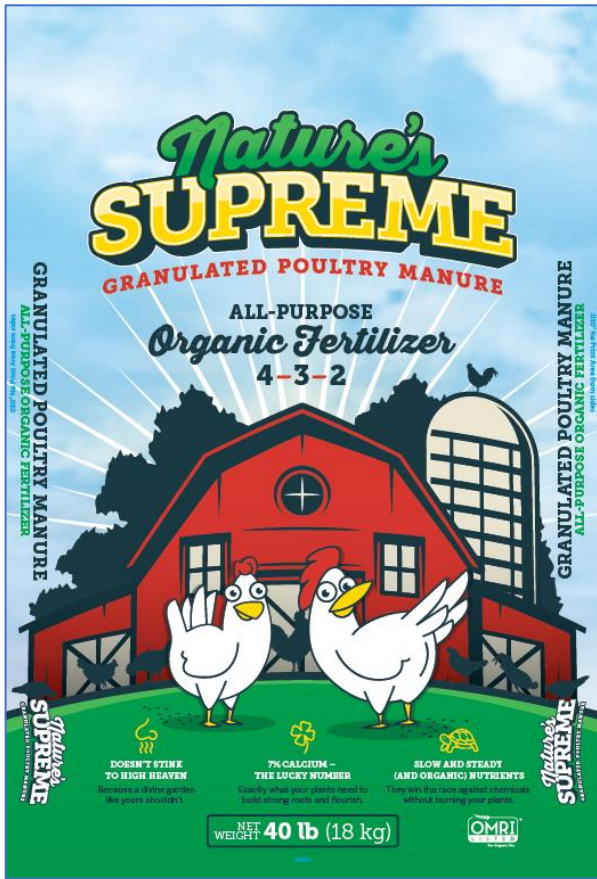


## Retailer Program Highlights

- Premium, all-natural organic chicken litter-based product line
- Organic products, OMRI® listed
- All-Season and Spring Lawn Fertilizer offerings
- All-Purpose formula for plant beds
- Digital and Social Media campaigns
- In store POS available and customizable
- Early Delivery Pricing
- Early- Delivery Deferred Terms



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## Organic Lawn Fertilizer

4-3-2 Formula

- **Great for use all-season to keep lawns thick and green**
- **People and Pet Friendly, all-natural ingredients**
- **Premium organic nutrients, a slow and steady release won't burn your grass**
- **Easy flowing crumbled pellets**
- **Water saving, organic matter helps to hold water and reduce loss of nutrients**



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## List Pricing Information

Product	Bag Size	Pallet Qty	List Pricing	Terms
Nature's Supreme Organic Lawn Fertilizer All Season Formula	40#	50	\$8.99	Net 30

## 2024 Early Delivery Pricing\*

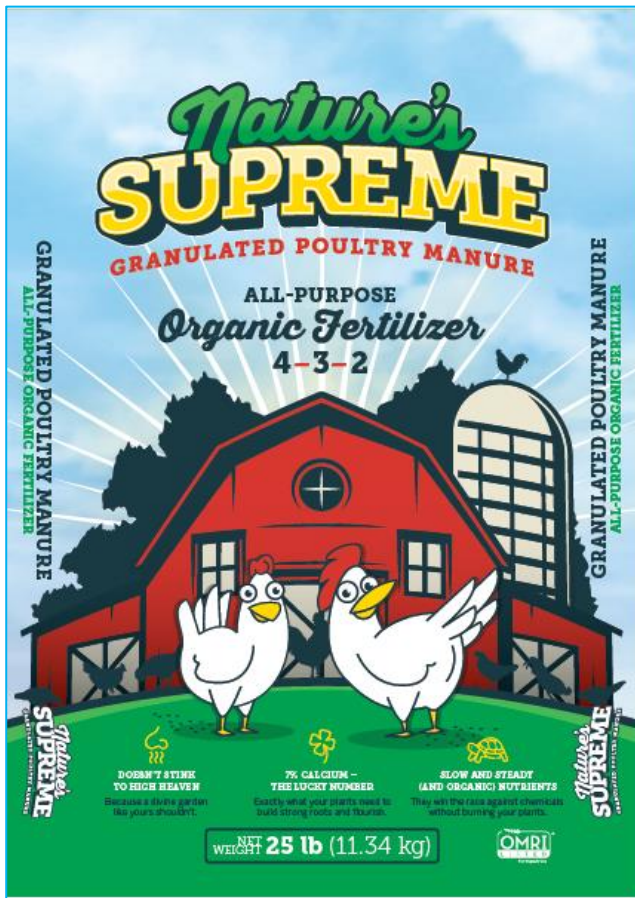
Product	Bag Size	Pallet Qty	List Pricing	Terms
Nature's Supreme Organic Lawn Fertilizer All Season Formula	40#	50	\$6.59	Net, June 1 2024

\*Early Delivery Dates – October 15<sup>th</sup> 2023 – January 30<sup>th</sup> 2024

## Product Specifications

Item	Size	Pallet Qty	Product UPC	LxWxH	Lawn Coverage
Nature's Supreme Organic Lawn Fertilizer All Season Formula	40#	50	0-33524-43240-8	28x19x3	4,000 sf

Pricing effective 6/1/2023, FOB Saranac, MI subject to change without notice



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## Organic All-Purpose Fertilizer

4-3-2 Formula

- **Great for use in the garden, flower beds and other plants**
- **People and Pet Friendly, all-natural ingredients**
- **Improve the development of plant's root system and increase nutrient absorption**
- **Low odor, keeps your garden fresh**



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## List Pricing Information

Product	Bag Size	Pallet Qty	List Pricing	Terms
Nature's Supreme Organic All-Purpose Fertilizer	25#	78	\$6.59	Net 30

## 2024 Early Delivery Pricing\*

Product	Bag Size	Pallet Qty	Early Delivery Pricing	Terms
Nature's Supreme Organic All-Purpose Fertilizer	25#	78	\$4.59	Net, June 1 2024

\*Early Delivery Dates – October 15<sup>th</sup> 2023 – January 30<sup>th</sup> 2024

## Product Specifications

Item	Size	Pallet Qty	Product UPC	LxWxH	Lawn Coverage
Nature's Supreme Organic All-Purpose Fertilizer	25#	78	0-33524-43225-5	24x16x3	2,500 sf

Pricing effective 6/1/2023, FOB Saranac, MI subject to change without notice

# Next Steps

- **Align on product selection**
- **Determine Marketing Opportunities**
- **Formulate Local plan**
- **Execute plan**
- **Scorecard**

**Thank you!**

