



HealthiStraw™

PREMIUM ANIMAL BEDDING AND GARDEN MULCH

healthistraw.com



2024

Product Catalog

Bright. Fresh. Pure. Natural.

Our mission is to inspire people to dream more, live simply, and be healthier!

As a family, at the dinner table, sitting down to a delicious meal, we often focus on all the ingredients that were used to create it. We ask ourselves: "Could we grow bok choy? What about the lemongrass or sesame seeds?" We live in a northern climate (zone 3/4) with many limitations. But we've found with a little creativity and early indoor preparation, we have enjoyed fresh peanuts, ginger, broccoli, bok choy and more. We even grow, inside of course, guava, avocado, orange, and hopefully soon passion fruit plants.

Why? We believe in the idea of living simply, not in isolation, but in community. A place where we share life, food, and ideas with each other, all for the betterment of ourselves, our communities, and the sustainability of our world. To inspire ourselves to push the limits of what's possible and to enjoy life together. It gives us great pleasure sitting down to our next meal to name all the ingredients that are grown in our gardens! We love the process of gardening - the flavors are incredible and the kids enjoy their vegetables!

I grew up helping my family garden and care for animals. I continue these activities with my family today. I understand the challenges of growing fruits and vegetables, with constant watering, disease, and weed pressures. I also understand the challenges of caring for animals, in either wet or dusty conditions.

I created HealthiStraw to inspire people to dream more, live simply, and be healthier! A focus beyond just any mulch or bedding. We create products that are sustainable, that appeal and connect to consumers, and that make living simply and being healthy easier!

I look forward to partnering with you to inspire more people and grow your business!



A stylized, handwritten signature in black ink.

Vince Braun
Founder & President

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ABOUT US

More and more people are choosing to garden and live a homesteading lifestyle.

This shift has consumers searching for clean, additive-free products that simply work.

HealthiStraw has been meeting these needs for over 12 years with our wheat straw products.

Introducing HealthiStraw



Family owned and operated



12+ years creating premium wheat straw animal bedding and garden mulch products



**We love animals and gardening!
Over 86% of our team personally care for animals and/or grow a garden**

PRODUCTS THAT SPEAK TO YOUR CUSTOMERS

- We offer a full range of easy to use products with clear, attractive packaging.
- Currently offered in 5000+ retail locations throughout North America.
- Our products are available in multiple sizes and options.
- Customers are talking about us! Watch our customer story videos to hear more!

WHAT MAKES US UNIQUE

- Not all straw is the same! The Manitoba prairies are known to grow the best, brightest and most golden wheat straw. We only source Grade A quality straw.
- It's not just chopped straw! Our innovative, proprietary processes provides the most unique and cleanest straw on the market.
- GardenStraw is for edible vegetable gardens and lawn seeding.
- Great value! Our bedding products contain 25%+ more volume.

OUR PROCESS

- Sustainably sourced Grade A quality wheat straw
- Innovative multi-step process for each product cleans, cuts, splits and bends the straw
- All-natural, additive-free cleaning process removes dust, dirt, seeds and other impurities
- Clear, clean packaging highlights product and our commitment to quality



PREMIUM MULCH

GARDENSTRAW™



PREMIUM MULCH

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

Extremely versatile, GardenStraw is ideal for all edible gardens; in raised beds, containers and in ground. Made with renewable wheat straw, that is naturally cleaned with enhanced filtration to remove dust and nearly all wheat seeds. This straw mulch conserves water by up to 50%, stabilizes soil moisture and temperature, and suppresses weeds. GardenStraw is clean, light and easy to use.

PRODUCT FEATURES & BENEFITS

- 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
- Conserves water: reduces watering needs by up to 50%
- Prevents weed growth
- Protects plants from soil-borne diseases
- Improves soil health
- Keeps soil cool and moist
- Protects the microbiome
- Prevents erosion and soil compaction
- Stays in place without the use of tack
- Available in 2 size options: 3 cu ft and 0.5 cu ft



TESTIMONIAL

"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



TESTIMONIAL

"I used this last year for the first time on a full-sized garden for a family of 4 and I still have a square foot leftover in the shed. Using this product, I had almost no weeds, my pests and diseases were drastically reduced, and the light color reflected the intense heat. My garden looked fabulous! Well worth the price. I bought GardenStraw early in 2023 so I wouldn't miss out!"

— GardenStraw Customer



GARDENSTRAW DETAILS

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

GARDENSTRAW MINI DETAILS

Ships in a box with 4 bags.

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



GARDENSTRAW ORGANIC DETAILS

Made with certified organic wheat straw.
Limited quantities available.

ITEM #	BAG SIZE	BAG WEIGHT
UPC 801131000088 SKU GSOR0088-E	3 cu ft	Approx. 20 lbs
GARDEN COVERAGE	LAWN SEEDING COVERAGE	MSRP
Up to 100 sq ft	Up to 600 sq ft	\$34.99

GARDENSTRAW MINI ORGANIC DETAILS

Ships in a box with 4 bags.
Made with certified organic wheat straw.
Limited quantities available.

ITEM #	BAG SIZE	BAG WEIGHT
UPC 801131000101 SKU GSMOR101-E	0.5 cu ft	Approx. 4 lbs
GARDEN COVERAGE	LAWN SEEDING COVERAGE	MSRP
Up to 20 sq ft	Up to 120 sq ft	\$24.99



PREMIUM BEDDING



Premium bedding ideal for homesteads and hobby farms.

Made with renewable wheat straw, FarmStraw is more than chopped straw. It's cut, split, bent and thoroughly cleaned to remove dust, dirt and mold; resulting in a natural, clean and dust-free bedding that protects the health and well-being of animals. Its innovative absorption wicks moisture down and absorbs from the bottom up, keeping the surface dry, soft and comfortable.



FARMSTRAW FINE DETAILS | Very absorbent, comfortable and soft

ITEM #	BAG SIZE	BAG WEIGHT	CUT LENGTH	MSRP
UPC 801131000026 SKU FSF00026-E	3 cu ft compressed 10-12 cu ft expanded	Approx. 25-28 lbs	Approx. 1/2" pieces	\$15.99

FARMSTRAW COARSE DETAILS | Absorbent, fluffy and insulating

ITEM #	BAG SIZE	BAG WEIGHT	CUT LENGTH	MSRP
UPC 801131000019 SKU FSC00019-E	3 cu ft compressed 10-12 cu ft expanded	Approx. 25-28 lbs	Approx. 2" pieces	\$15.99



TESTIMONIAL

"We have 6 beautiful chickens and we like them to be comfortable, warm and have the best of everything. We have tried many products in our 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

PRODUCT FEATURES

- Ideal for all farm animals: chickens, goats, sheep, pigs, cows, horses, and more
- Supports the health and well-being of animals
- Contributes to a healthier respiratory system, improved sleep and improved skin conditions
- Dry and comfortably soft
- Clean and dust-free
- Innovative absorption
- Effective odor control
- Lightweight: Easy to transport, pick and remove
- Lasts longer and holds together well: picks easily
- Composts quickly: up to 4x faster than wood-based bedding products
- Versatile: great for coops and pens, in trailers, and for newborns
- Great value! FarmStraw contains 25%+ more volume in a bag than most competitors
- Available in two cut lengths: Fine and Coarse

HIGH PERFORMANCE BEDDING



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

Made with renewable wheat straw, EquineStraw is more than chopped straw. It's cut, split, bent and thoroughly cleaned to remove dust, dirt and mold, resulting in a natural, clean and dust-free bedding that protects the health and well-being of horses. Its innovative absorption wicks moisture down and absorbs from the bottom up, keeping the surface dry and comfortable. Because of this, EquineStraw lasts longer and horses lay down and rest more frequently.



TESTIMONIAL

"I am in love with EquineStraw! I switched to this product because I have a horse who has allergies and itches himself to the point of causing wounds. Since switching to EquineStraw his coat is beautiful and he almost never bites himself. I was even able to take him off his allergy pills. It's also wonderful to work with. It's easy to sift through, has great absorption, and also looks nice in the stall. I would recommend this bedding to anybody."

—EquineStraw Customer

PRODUCT FEATURES & BENEFITS

- Ideal for high performance horses of all equestrian disciplines
- Supports the health and well-being of horses
- Contributes to a healthier respiratory system, improved sleep and improved skin conditions
- Dry and comfortably soft
- Clean and dust-free: protects lungs from allergens
- Innovative absorption
- Effective odor control
- Lightweight: Easy to carry, pick and remove
- Lasts longer and holds together well: picks easily
- Composts quickly: up to 4x faster than wood-based bedding products
- Versatile: Great for stalls, in trailers, and during foaling season
- Great value! EquineStraw contains 25%+ more volume in a bag than most competitors



EQUINESTRAW DETAILS

ITEM #	BAG SIZE	BAG WEIGHT	CUT LENGTH	MSRP
UPC 801131000040 SKU ES000040-E	3 cu ft compressed 10-12 cu ft expanded	Approx. 25-28 lbs	Approx. 1" pieces	\$15.99

PREMIUM PET BEDDING



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

Made with renewable wheat straw that is naturally cleaned and dust-free, PetStraw Mini is gentle on pets' fur and contributes to a healthier respiratory system. This unique blend wicks moisture down and absorbs from the bottom up; keeping the surface soft and dry for pets to play and rest in, while also controlling unwanted odors.



TESTIMONIAL

"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."

— PetStraw Customer

PRODUCT FEATURES & BENEFITS

- Ideal for small pets: chinchillas, hamsters, guinea pigs, gerbils, rabbits, hedgehogs, mice, rats, tortoises, snakes, birds and more.
- Dry and comfortably soft: gentle on paws
- Clean and dust-free: reduced allergens for a healthier respiratory system
- Improves skin conditions: prevents sores and promotes healthy skin and fur
- Innovative absorption
- Effective odor control
- Compostable
- Great for nests, tunnelling and burrowing
- Size: 0.5 cu ft, expands to 38 L of useable volume
- Unique blend: shorter pieces maximize absorption and odor control, longer pieces stay on top to provide fluffiness and comfort



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

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

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.

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.

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.

Sales Tips

SHOWCASE THE PRODUCT

Create a display for customers to visualize how they could use it themselves. For instance, put some mulch around a potted tomato plant or in a herb container. Use our various signage options or our interactive display that we offer, so your customers can touch and feel how clean and soft our products truly are!

The packaging sells itself – with the icons and benefits listed, along with the clear packaging that highlights the quality of the product inside.

SHARE STORIES

People related to stories. If you have video capability, we have customer stories for each product line available for your use.

Marketing Support

Available to retailers and distributors.

- Introductory marketing strategies for new retailers
 - In store, online and through social media
- Ongoing co-op advertising partnerships
- Print materials: signage-POP, banners, shelf flaps, racking inserts, handouts, display bin
- Digital assets: website retail map, social media, videos, photos, website product listings
- Customer service support for reviews & question responses
- Sales rep training & kits available

Get in touch with us to learn more about how we can partner together to grow sales!

IT'S NOT JUST CHOPPED STRAW!

HealthiStraw products are unique. They are cut, split open, bent – all for a purpose.

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

As a garden mulch: it's easy to apply and stays in place in gardens without the use of tack

In addition, we remove the dust, dirt, seeds and foreign materials (15% or more from raw bale is removed), creating a healthier environment for everyone. For added gardener convenience, an extra step removes nearly all wheat seeds from our GardenStraw products.



TESTIMONIAL

"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

Product Specification & Pricing

All prices are per unit (bag) and in USD. Pricing is in effect through Dec. 2024

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	\$19.99

GARDENSTRAW ORGANIC	
UPC	801131000088
SKU	GSOR0088-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	\$34.99
MAP	\$25.99

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	\$13.99

GARDENSTRAW MINI ORGANIC	
UPC	801131000101
SKU	GSMOR101-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	\$24.99
MAP	\$19.99

PETSTRAW MINI	
UPC	801131000064
SKU	PSM00064-E
Size	0.5 cu ft
Size (Expanded)	38 L Useable Volume
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	\$13.99

EQUINESTRAW	
UPC	801131000040
SKU	ES000040-E
Size	3 cu ft compressed
Size (Expanded)	10 to 12 cu ft
Weight (Approx.)	25 - 28 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

FARMSTRAW FINE	
UPC	801131000026
SKU	FSF00026-E
Size	3 cu ft compressed
Size (Expanded)	10 to 12 cu ft
Weight (Approx.)	25 - 28 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

FARMSTRAW COARSE	
UPC	801131000019
SKU	FSC00019-E
Size	3 cu ft compressed
Size (Expanded)	10 to 12 cu ft
Weight (Approx.)	25 - 28 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



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