

# The Organic Approach



## OUR MISSION STATEMENT

Avagrow International is a family business dedicated to raising public awareness about the health dangers and environmental risk created by the use of chemical in landscape and agricultural fertilizers and related products. we are committed to providing cost effective organic solutions that promote the health of consumers and the environment. We understand that the needs of each consumer are unique, and therefore we strive to offer a unique one-on-one approach for each of our consumers.

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## WHY WE EXIST

Avagrow International is dedicated to providing organic lawn, garden and agriculture solutions. We are in the business of improving the quality of landscapes, homes gardens and various agricultural harvests. We started with lawns and the system that support lawn care, Before quickly realizing the need for organic fertilization and support products throughout the agriculture industry. Our objective is to move away from chemically saturated products and distribute products that are organic and work like natural elements. These standards will begin to serve as models across the industry for organic products in and around the home. Our mission is to educate and encourage not only the country but entire world to adopt organic methods as a natural, sustainable, chemically way of life.

We have discovered new ways of applying fertilizer that are 100% organic and therefore great for our environment. Avagrow international is proud to introduce its fertif line of organic lawn, garden and other agricultural products. Our goal is to demonstrate how chemically dependant our landscapes are on pesticides and herbicides, and provide the solution to this unfortunate and unhealthy condition. Now is time for us all to do our parting making better landscape and our homes a place to live.

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## BACKGROUND OF THE INDUSTRY

When organic farming was introduced in the USA, In the 1940's only the small farmers Primarily California citrus region and Texas vegetable farmers believed in the concept and took the risk. These early pioneers understood the impact of clean air and water upon livestock, crops, and wildlife. Rarely, were industrial fertilizers used on grass landscapes near farms as natural elements were plentiful, useful, and without environmental adversity. The organic farmer, organic farm publication and industry associations spent countless dollars and hours trying to convince large scale farmers and supermarket on the intrinsic value of this value of this concept, all to no avail.

The hard work and diligence of the small farmers, gardeners and "mom & pop" nurseries pioneered the cause. Municipal ordinances and associations guidelines ultimately shut down efforts of these significant enterprises. It was'nt until half century later, in the 1990's that large scale commercial farmers realize the importance of the grass roots movement and began growing organically. It is believed the early misdirection of the agricultural industry was influenced by economists of the early and middle 20th century deemed bigness as better, thus devaluing agriculture work as inappropriate and incongruent with modern urban culture. This misconception continued throughout the Clinton administration, denoting small farmers from those who farmed for living.

Lately, many companies have emerge in the organic farming industry, including the large organic food retailer like whole foods.

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## Organic Options

Today's consumers are faced with a number of options when it comes to creating colorful blooms and bountiful harvest. Traditional fertilizers and soil amendments contain...

## Marketing Strategy

We are bringing new products to an existing market. Our products consist of organic and all natural fertilizers from a variety of places throughout the USA. Our sales are based upon a natural conversation with farmers, gardeners and landscape professionals. The conversations are simply solutions oriented. We solve several problems familiar to farmers, gardeners and landscape professionals.

### FOR EXAMPLE:

**Problem:** Builders plant sod and seed on the front of the yards of many subdivisions, but toss fescue seed on top of clay in the backyard. The roots will receive little or no oxygen and the grass will die out shortly after the homeowner moves in.

**Solution:** Use natural products that break up the soil (especially in clay environments) Take measures make sure the soil amendments transfer and allow proper absorption of nutrients.

**Problem:** Chemicals tend to wash into the public water supply bonding itself to the water killing off wildlife and causing major illness, not to mention it harmful to pets.

**Solution:** Organic and all natural fertilizers and soil products.

**Problem:** Indoor and outdoor air pollution is also a major problem.

**Solution:** Grasses and amendments that trap pollutants indoors and outdoors.

**Problem:** Mosquito problems is an epidemic with west Nile virus and tricks that cause lime disease.

**Solution:** A all natural repellent product and recipes to diminish the mosquito population.

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## Gardening & Soil Amendments

Why do people buy our products? The main reason people buy our products is because they started out with an interest in all natural finish product without any harsh chemicals.

## Our Unique Selling Proposition

**98% of grass products including amendments and fertilizers sold at box stores are chemically based.**

**What set us apart from our competition?**

**Our unique selling proposition. We are an environmental company first. Our priority is safety first.**

**Now, let's define competition. The sponsorship element of our business is based on timing. There is not a monopoly in this market, but there is an Oligopoly, or a hand full of people in the organic business. There is some competition, there we are mostly organic, and always natural. That defines us as an environmental firm there is no competition there. Why? Because big name chemical companies are not dedicated to the environment as they are to ticker tape on wall street. The people who sell you these chemicals, often use natural approaches to their home and business landscape, did you know that?**

**There are three basic components to our business.**

- (1) Environmental Protection.**
- (2) Consulting and Educating the homeowners, Farmers, and Landscape professionals.**
- (3) Sales and distribution of organic grass amendments.**

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## **TERRITORIAL CREATIONS:**

No matter where you live in the USA or what type of environment we can create a custom blend for you.

Wholesale Distribution Opportunity.

This allows you to make money from retailers who carry our product. This especially true with mom and pop nurseries. You may sell wholesale to landscape companies, But understand they are reselling, so the commission is not as great as to your retail customers, however your volume will make up for it.

## **PRODUCTS:**

### **Warm Season Fertif**

An organic fish/seaweed blend fertilizer gives you the best of both products. Ensuring a complete fertilization program. Growers using the fertif on a regular basis have reported increased marketable yields and improved shelf life on fruits and vegetables. It is also know to build sugars in plants. Flowers and foliage will be stronger and more colorful. Blooms will be more plentiful, fragrant will last longer.

### **Cool Season Fertif**

It is made by unique cold process that protect the vitamins, amino acids, enzymes, and growth hormones. It also contains all the micro and macro nutrients naturally found in fish. The nitrogen and other nutrients are chelated, so they are readily available for plants consumption. Unlike fish emulsion it retains the fish proteins and oils and has no unpleasant odors.

### **Soil Conditioner**

Contains vital Elements for healthy soil in an easy to apply liquid form. Extracted from the richest deposits of ancient lake beds this material is essentially peat moss that has decomposed for millions of years. It provides a wealth of valuable plant elements, holds water in the soil, feeds the living organisms in the soil, and releases locked up nutrients for plant growth.

### **Soil Vitamins**

Used to breakdown clay and thick soils that resist absorption, transfer and decomposition of amendments. Particular types of season natural fertilizers are mixed to produce this effect.

### **Wheat Grass Seed**

Wheat Grass is the most efficient natural air purification system. When made into juice it is second to human blood. As a plant, it captures pollutants, toxins and voc near and around your home.

### **Mosquito Repellent**

Is made with a garlic that has sulfur which repels insects, including mosquitoes, ticks ,and fleas. Spraying garlic is not something new farmers and gardeners have been doing it for years.

### **Organic Topsoil**

Topsoil with a custom blend of all natural products with no diseases.

### **Earthworm Castings**

This is called black gold. Castings are mother natures purest form of a sustained released plant food. This product can be used on all plants without fear of burning even the most delicate plants including cactus.

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## NUTRIENTS AND DIRECTIONS OF WARM SEASON FERTIF

Nutrient Analysis of Warm Season Fertif

Elements Amino Acids % by Wt.

Nitrogen 2.23 Threonine 2.29

Phosphorous 4.35 Aspartic Acid 5.41

Potassium 0.39 Serine 2.74

Calcium 0.75 Proline 3.07

Sulfur 0.17 Glumatic Acid 8.03

Magnesium 0.04 Glycine 6.22

Sodium 0.16 Alanine 4.15

Iron 26.0 ppm Cystine 0.38

Zinc 9.0ppm Isoleucine 1.60

Boron 2.5 ppm Leucine 3.42

Molbdenum < 0.1 ppm Phenylalanine 1.67

Aluminum 8.0 ppm Lysine 4.16

Lead < 1.0 ppm Ilistidine 1.09

Arginine 3.74

Hydroxprline 1.67

## DIRECTIONS FOR APPLICATION OF WARM SEASON FERTIF

Shake well before using. Prepare enough for one application only. Do not store diluted fertilizer.

House plants: Use 1 tablespoon per gallon of water. Feed once every 2-3 weeks do not over water.

Outdoor Plants: Use 1/8 cup (1fl. Oz- 1:128) per gallon of water. Feed vegetables, flowers, trees and shrubs every 2-3 weeks. Apply until soil is saturated or as foliar feed until leaves are wet, top and bottom. It is best foliar feed early or late in the day.

Lawns: Use 1 gallon concentrate mixed with sufficient water to cover 8000 sq ft. Feed monthly during growing season and again in the fall.

Compost enhancer: Use 1/4 Cup ( 2fl Oz.) per gallon of water every 2-3 weeks.

Seed Germination: Soak in Solution of 1 teaspoon per cup of water.

Caution: Keep out of reach of children. Do not take internally.

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## VARIETY PACK



### Cool Season Compost Mix

Created from carbon and nitrogen from plants and selected vegetables. No dairy products or meats are used in our products. This process creates a healthy seed bed for cool season grass, only.



### Foundation Mix

It is a Mineral rich bed creating larger cells, thus greater ventilation. This is the most effective, chemical free means of preventing grass disease in your lawn.



### Soil Intensifier

This is the first of its kind. The rhizosphere, or the community beneath the surface is alive. Air, water, minerals and amendments are interactive.



### Warm Season Compost Mix

This provides plant derivatives and select natural fertilizers as root cooling agents to develop vitality within the rhizosphere. It creates vigor within the root zone and adds color. The stronger the root bed becomes, the darker the grass.



### Wheat Grass Seed

Wheat grass is the most efficient air purification system known to man. It captures airborne pollutants, toxins and vocs near and around your home.



### Top Soil

A perfect blanketing function for alkaline and non-alkaline soils. The organic amendments are hand measured and mixed for color balance and curb side appeal.