

# Your complete organic solution

Easy-to-use Earth Harvest products can tackle practically any gardening challenge

ICT Organics began in 2007 with a single product: A powerful and cost-effective organic liquid fertilizer marketed to professionals only. The professional line expanded into organic fungicides, herbicide, pesticides and soil conditioners that displace the toxic chemical fertilizers and pesticides currently on the market. This entire “Pro” line has been simplified, bringing the power of professional products to your retail clients. Simple, powerfully effective and easy to use.

Why Earth Harvest? Earth Harvest is the first full-line, organic-compliant set of products in the consumer segment—all are EPA section 25-b exempt, yet economical and proven effective in real world trials conducted in major university research plots and with the “Pros” in the field.

ICT Organics develops and markets organic products from sustainable resources that displace toxic fertilizers and pesticides. Available nationally, we are a market leader in organic products for landscaping, colleges, sports turf, golf courses, municipalities and now retail.

We supply 90,000+ landscapers, 17,000 golf courses, 775,000 sports fields, 85 million households and their distributors that make up 30 million plus acres of managed turf and landscape in the U.S. Based on our technology we are able to build fertile soil that feeds the plant rather than feed the plant directly with chemicals.

Lawn and landscape care methods that bypass natural cycles to directly feed the plants with chemicals upset the soil food web and lead to a weak root system and plant, making the turfgrass landscape and garden more susceptible to insects, disease and drought. Once we begin a program that supports and encourages beneficials in the soil like nitrogen-fixing bacteria and phosphorous-mining fungi, root mass and penetration into the soil dramatically increase, which improves drought resistance and overall plant health. As these symbiotic relationships progress, disease resistance, soil structure and fertility improve and chemical inputs can be eliminated altogether.

We strive to use sustainable practices at ICT Organics—our Gluten-8 product is a byproduct of the corn-starch industry, our NPP fungicide is a byproduct of the seafood industry, Essential-1 uses simple plant essential oils, like garlic and cedar, to repel and kill pest insects that destroy plants and turf, and our fertilizer products are made from a rich ferment of kelp, fish, humate and molasses.

**Go With The Pros.** No other manufacturer of organic lawn and garden products has the credentials of ICT Organics, one of the top names in the professional lawn and landscape industry. These are not new products with no track record, but field-proven performers that we are now proud to

introduce to the consumer retail market in easy-to-use hose-end formulations.

**EPA/USDA/NOP Compliant.** ICT Organics offers the only complete product line that is fully USDA NOP compliant and uses EPA Section 25b Exempt ingredients. This means all our products are safe for kids and pets, help protect precious groundwater, and give your customers the peace of mind that they are not only using the most effective lawn and garden products available, but that they are keeping to their green principles at the same time.

**Easy To Buy.** We offer a single product line that has products to cover all your customers’ needs: annual weed control, pest and disease control, plus soil conditioning and fertility products. Quick shipping, generous terms and solid product support make it easy to manage your inventory for consistent sell through.

**Easy To Sell.** Eye-catching, information-rich packaging draws customer interest and builds brand loyalty for repeat sales through the season, and these products produce profits spring, summer and fall, with excellent margins. Meanwhile, comprehensive POS materials answer FAQs to reduce your customer service costs.

It’s all here: a complete organic lineup, excellent margins, consistent year-long sell through. ■

>> [www.earthharvestorganics.com](http://www.earthharvestorganics.com)



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