



TRUE LEAF MARKET

WE *believe* **EVERYONE SHOULD** *experience* **THE** *of* **JOY GROWING!**

Traditional gardening is a healthy, sustainable and fulfilling hobby, but not everyone has the resources or available land. So in addition to traditional gardening, we help everyone to get growing!

WE PROVIDE SEEDS, SUPPLIES, AND STARTER KITS THAT MAKE IT EASY TO DISCOVER THE JOY OF GROWING.

TRUE LEAF MARKET MEDIA RESOURCES

Let's work together to spread the joy of growing.

- **CONTENT** - we are available to write or contribute to guest articles on virtually any aspect of growing or gardening. This includes videos, blog posts, growing instructions, and photography and illustration.
- **INTERVIEWS** - we'd love to provide expert commentary and opinion on any aspect of gardening, microgreens and sprouts, including industry trends and technical aspects.
- **NEWSLETTER** - subscribe to our monthly email newsletter at www.trueleafmarket.com and stay up on growing tips, how-to information, news products, industry trends and more.
- **SAMPLES** - media product samples may be available by request. Email media@trueleafmarket.com for details.

◆ THE ROOTS OF TRUE LEAF MARKET ◆

Our roots extend all the way back to the early 1970s when our two flagship brands were founded. Mountain Valley Seed Company began as a catalog flower and garden seed company. Around that same time, Handy Pantry was founded as a specialty seed company focused on countertop gardening starting with sprouts, and eventually expanding to indoor herb gardening, wheatgrass and microgreens. These two established seed companies came

together in 2014 to form True Leaf Market. Since that time we have experienced rapid growth and have been able to make the joy of growing available to an ever wider audience. We believe that growing things, whether indoors or outdoors, has countless benefits. Not only is growing your own food fun and healthy, but it provides a connection to mother nature and a satisfaction that is increasingly elusive in our busy, technological world.



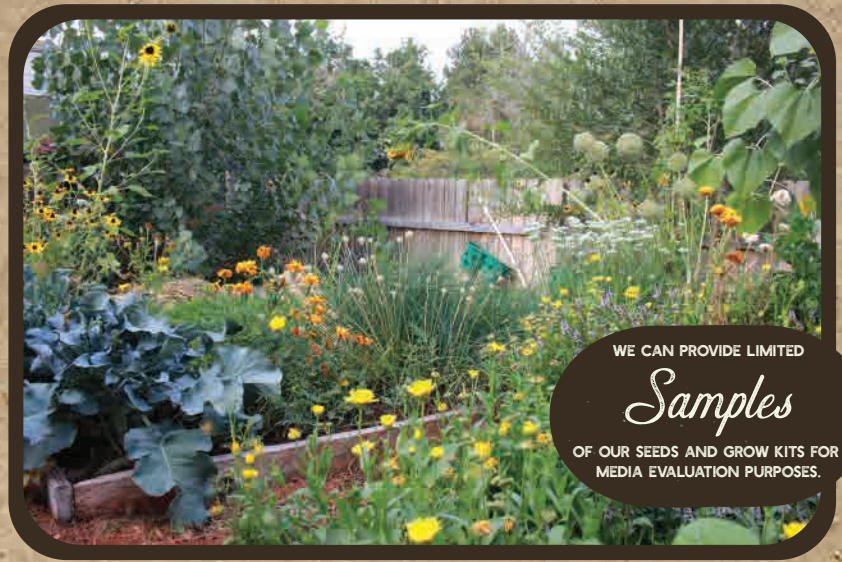
SEE PAGE 2 FOR PROFILES OF OUR

Growing Experts

AVAILABLE FOR CONTENT AND INTERVIEWS

Our experts...

As a company with over 70 employees, we have hundreds of years of collective gardening and growing experience under our roof. Our team can expertly speak to vegetable, flower and herb gardening, indoor and outdoor growing, sprouts, microgreens, wheatgrass, industry trends, seed regulatory issues, and technical issues like germination rates, gmo vs. non-gmo, organic, heirloom, long term seed storage and more.



HERE ARE JUST A FEW OF OUR EXPERTS AVAILABLE AS MEDIA RESOURCES TO YOU:

- **LANCE HEATON** - Lance is an avid gardener with decades of gardening experience, including know-how on extreme gardening, such as growing giant pumpkins.
- **KAITLIN JONES** - Kaitlin is a pioneer in the sprouts and wheatgrass industry with over 20 years as a thought leader in these forms of natural foods and indoor growing.
- **ROBB BAUMANN** - Robb is an expert in the nuts and bolts of the seed industry including the more technical aspects like gmo vs. non-gmo, heirloom, regulatory issues, organic, germination rates and long term storage of seeds.
- **PARKER GARLITZ** - Parker co-founded a greenhouse business in the early 1990s that was commercially growing sunflower and buckwheat microgreens years before the term 'microgreens' was coined. Parker is an expert in growing microgreens in soil and hydroponically.

WE HAVE OTHER EXPERTS IN-HOUSE, AND CAN PROVIDE ANSWERS AND CONTENT FOR MOST ANY GROWING TOPIC. TO GET IN TOUCH EMAIL media@trueleafmarket.com

