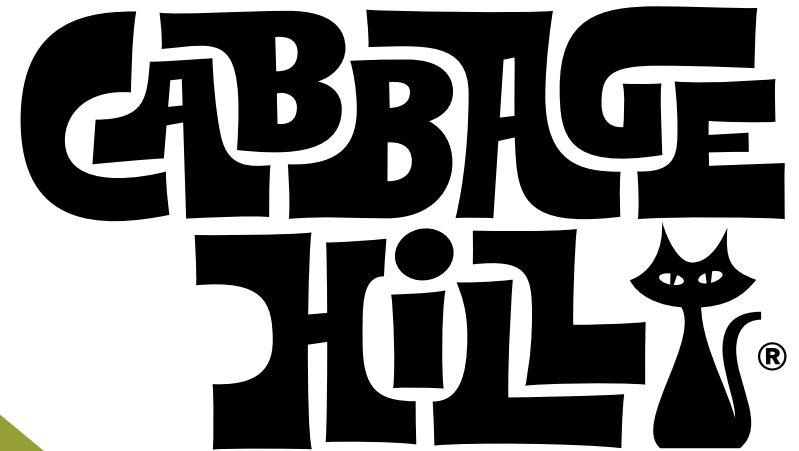




INTRODUCING THE FIRST  
VEGAN LINE OF  
ORGANIC FERTILIZERS...



ANIMAL-FREE  
FERTILIZER CO

Pitch Deck

[CABBAGEHILLFERTILIZER.COM](http://CABBAGEHILLFERTILIZER.COM)

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one with nature



# the ingredients

03	The Dirty Secret
04	The Need for Organic Sustainability
05-06	The Backstory
07	The Invention
07	The Numbers
08	The Growing Gardeners
09	The Business
10	The Investment
11	The Contact





# Organic Garden Fertilizer Companies Are Keeping a **Dirty** Secret.

# dirty

**A**ll commercial organic garden fertilizer companies use the waste of the animal agriculture industry – an industry that does not represent the values of most organic consumers and is majorly responsible for the climate crisis. Banned agricultural products like antibiotics have been found in organic fertilizers.

Cabbage Hill Fertilizer Co. will **expose** this practice and become the only line of fertilizer that is totally animal-free.



Their organic fertilizers are made from **slaughtered animals**.





**A**t an international forum for the rendering industry, executives considered one danger on the horizon. And that is *"consumers may want the ingredients in organic fertilizers themselves to be organic."*

– RENDER MAGAZINE

# organic?

Traditional organic fertilizers are not sustainable or planet-friendly.

We need to grow food, support plant life, and ALSO mitigate climate damage.





# CABBAGE HILL BACKSTORY



I'm Erin Riley, founder of Cabbage Hill, a licensed landscape contractor and the owner of Hope Gardens, an organic vegetable gardening company in Los Angeles – founded in 2009.

<b>2018</b>	Create Vegan Fertilizer for Clients
<b>2020</b>	Began Lab Testing and Established LLC
<b>2022</b>	Trademark for Cabbage Hill ®
<b>2023</b>	Raise Seed Money & Launch Kickstarter





**W**orking in diverse communities and teaching urban farming to young and old expanded my mind to issues of sustainability, accountability and transparency. It's one thing to consider your impact as an individual gardener, but you see with a different lens as an educator and advocate.





**T**hrough years of research and experimentation, I created an animal-free fertilizer that satisfied me as a gardener and an activist. I then invented diverse formulas for a range of different gardens. Come with me as we launch the first line of vegan, organic garden fertilizers.

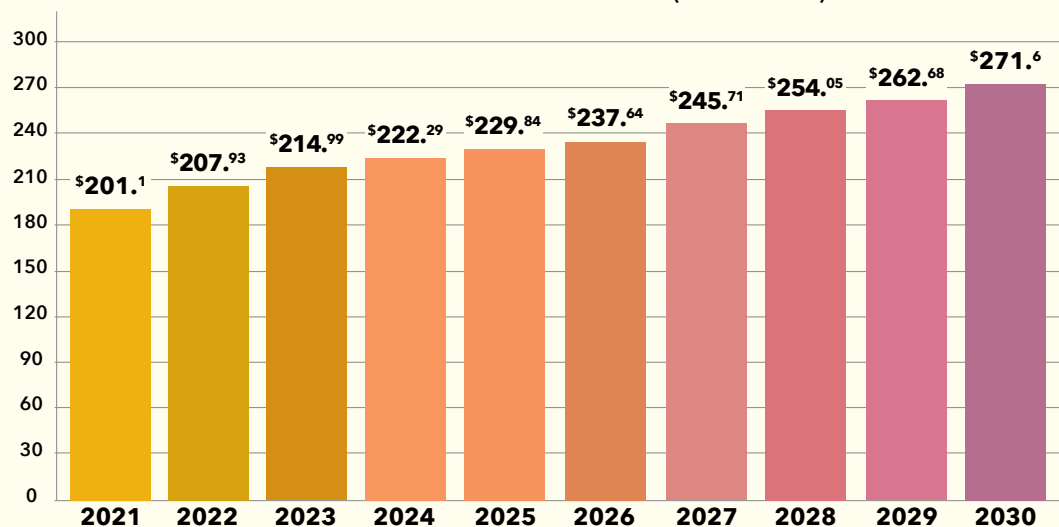


numbers

Let's Look at  
Some Numbers

## GARDEN FERTILIZER IS AN INTERNATIONAL, MULTIBILLION-DOLLAR BUSINESS

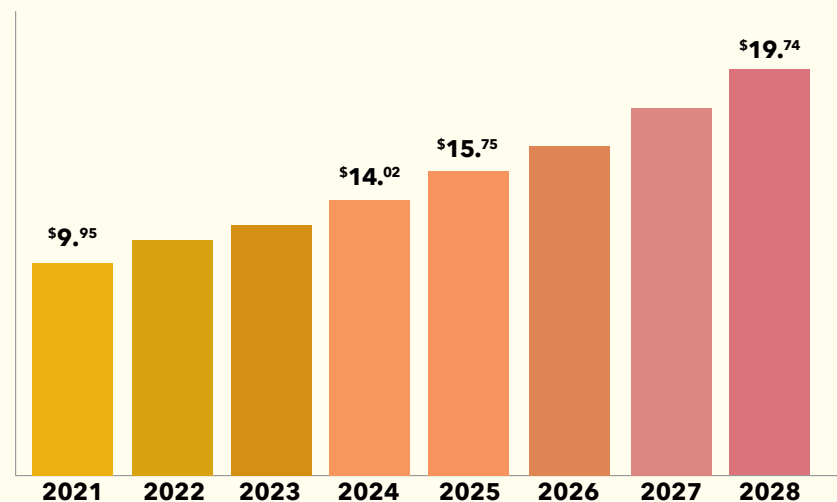
Fertilizer Market Size – 2021-2030 (USD Billion)



Source: precedentresearch.com

## SALES OF ORGANIC FERTILIZER ARE ON THE RISE

Organic Fertilizers Market Size – 2021-2028 (USD Billion)



Source: ESOMAR – Vantage Research



07

cabbagehillfertilizer.com

# COVID Pandemic Created 18.3 Million New Gardeners, Most of Whom Are Millennials

## 55%

Of Americans  
Garden

## 25%

Of American  
Gardeners Are  
Millenials

## 67%

Of Americans  
Grow or Plan  
to Grow Edible  
Plants

Source: National Gardening Association (2021)



**W**ith high inflation and global supply chain shortages hitting consumers at supermarkets, the National Gardening Association estimates that 35% of U.S. families grow vegetables, fruit and other food at home. According to the NGA, that's one in every three households, a 200% increase of 2 million families since 2008.

Source: Washington Times (2022)





## Our Business Services

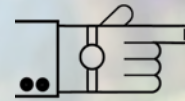


GET  
THE  
CRAP  
OUT OF  
GARDENING™

NATURAL & ANIMAL-FREE  
GARDEN FERTILIZER  
CABBAGE HILL FERTILIZER CO.

I wouldn't put forth a fertilizer that wasn't **THE BEST** for the gardens and gardeners I love so much. Cabbage Hill fertilizers contain the highest quality plant- and mineral-based ingredients available.

The leading trend in gardening is **REGENERATIVE** and our fertilizer meets that bar by feeding the soil with ingredients like fulvic acid, humic acid and mycorrhizae.



### BUSINESS TO BUSINESS

dynamic commercial partnerships that elevate existing brands with our unique vegan fertilizer options

### ONLINE SALES & SUBSCRIPTION SERVICE

online hub for veganic gardening & first fertilizer subscription service

### DIRECT TO CONSUMER

introduce through independent nurseries and expand to box stores





# FEEDING PLANTS WITHOUT KILLING THE PLANET



## THE INVESTMENT / USE OF FUNDS

**W**e are looking to raise enough funds to support our current B2B sales strategy with a warehouse & bulk fertilizer inventory. We will also use funds to initiate the Kickstarter campaign.

We are currently the first vegan fertilizer company and we plan to stay the first...both in this conversation and in the marketplace.

### PHASE 1

Retain investors and sell B2B. Launch kickstarter and social media campaign – 11/11/23.

### PHASE 2

Complete organic licensing in all 50 states.

### PHASE 3

Sell through website and at independent nurseries.

### PHASE 4

Increase reach to big box stores and Amazon.





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