



NATURE'S CROSSROADS

ORGANIC SEEDS FOR MIDWEST GARDENERS



About Us

We are a family-friendly local business providing gardeners in Indiana and surrounding states with the organic/eco-friendly seeds and supplies that make sense for where we grow. Our two founders have extensive experience as farmers, business managers, and active participants in the local food movement. Everyone in the company is passionate about growing food sustainably and dedicated to making quality organic seeds and supplies more accessible in the Midwest.

Contact Us

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Our Mission

We operate in accordance with a sustainable plus mission, meaning that we aim to be good for the community, good for the earth, and economically viable. The "plus" aspect of being sustainable means that we strive to be regenerative or healing in the areas that have need. Our aim is to promote organic growing throughout the state of Indiana and we do this through providing products and education including organic fertilizers, seed and supplies. We look forward to providing you with high quality organic seeds for your customers.

"Green" is the new black.

You've heard it on the news and seen it in the products all around you. Consumers are looking for "green" products – organic, natural, recycled, local, sustainable, and safe. All the new trends are pointing to a greener planet.

Customers are willing to pay extra for organic local seeds which means more profits for your business, bringing you even further into the black. Find out more about how you can do well for your business, for your customers, and for the environment with organic seeds from Nature's Crossroads!

Let us help you with our collection of certified organic vegetable, herb, fruit, and flower seeds for the Midwest gardener. We test all our varieties at our sister farm in Morgan County to ensure that they grow well in the Midwest climate. We are even growing some of our own seeds, including a beautiful and tasty selection of heirloom tomatoes.

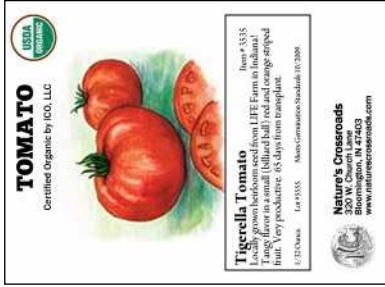
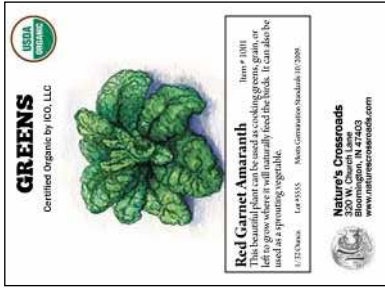


Our Products

We have two main collections for retailers.

Our **48-variety collection** features the best of all our seeds and all the basic plants that are needed in a small home garden.

Our **96-variety collection** features a wider selection of seeds to meet the needs of the advanced gardener with a larger space and an interest in multiple varieties.



Our attractive full-color packets include description of the enclosed variety and detailed planting instructions. All varieties offered through our retail program are CERTIFIED ORGANIC seed. Each seed packet has a suggested retail price of \$2.49 (not printed on packet).

We offer two programs. The first is an outright sale that provides maximum profit potential to the retailer, with a 60% margin on initial seed stock. The second is a guaranteed sale program that minimizes risk by providing a buyback of unsold seed at the end of the season. This program has a lower profit margin of 40% and buyback is limited to half the initial inventory.

Specialty Collections

We also offer countertop displays featuring either our specialty collectible tins with flower mixes such as our popular "Butterfly Attractant Mix" or highlighting a selection of favorite seed packets such as "Heirloom Vegetable Classics" to help drive seed sales at your store.

RACK COLLECTION	OUTRIGHT SALE	GUARANTEED SALE
Mini 48 Variety Floor Rack		
5 packets each of 48 varieties (First time sellers only)	\$250	N/A
Best Seller 48 Variety Floor Rack		
10 packets each of 48 varieties	\$495	\$720
Premium 96 Variety Floor Rack		
10 packets each of 96 varieties	\$990	\$1,440
12 Variety Table Top Rack		
10 packets each of 12 varieties	\$125	N/A
Cost Per Packet	\$1.03	\$1.50
Profit Margin	60%	40%

Policies and Terms

We work hard to make it EASY for you to sell Nature's Crossroads seeds. We offer a free initial consultation on how our product can fit into your store and which program would work best for you. Our racks are delivered assembled with initial stock ready to go. Reordering is easy and can be done by phone, fax, or online with seeds arriving by mail within 7 days.



Not sure how our rack will fit into your store? Jeff Evard, our sales manager and chief agronomist would be happy to come by and help figure out the best layout. Jeff spends most of his time out on the farm and he really does benefit from trips into civilization. Please, call him and give him an excuse to get out.