



Compost Cures the Planet And Other Well Founded Truths Of Marketing Compost

Presented By:

Kathy Kellogg Johnson





DIRT! The Movie

- 3 “S’s” Soil / Sustainability / Stewardship
- DIRT! Portrays the story of the Soil
- Nobel Laureates & world renown experts
- Soil is ALIVE and needs to be cared for





Vision

- Viewers of the movie would never look at the dirt below their feet in the same way again!
- The DIRT Kit will further raise awareness, as a take-away kit for the every day gardener or large scale agriculture.
- Highlights the importance of using compost.
- Over 100 tests done with Kellogg products.
- Integrate Kits in school curriculum. Educating future stewardship.
- Google Earth is the next evolution of the concept
 - Interactive map



get dirty!



www.DirtTheMovie

Inspired by William Bryant Logan's acclaimed book *Dirt: The Ecstatic Skin of the Earth*, *Dirt! The Movie* takes a humorous and substantial look into the history and current state of the living organic matter that we come from and will later return to.

Dirt! The Movie will make you want to get dirty!

Join us at

www.DirtTheMovie.org

www.kelloggsgarden.com

www.solvita.com

For more information

chaylapin@kelloggsgarden.com

drewsparda@yahoo.com

Gene Rosow —
Producer, *Dirt! The Movie*

Brought to you by
Kellogg Garden Products
and Woods End Laboratories

To order soil test kit:
www.solvita.com

Choose the Solvita Soil Mini Kit (#2366)

Living Breathing Dirt! Probe



(non amended soil)



(compost amended soil)





Kellogg Garden Products

Revolutionary New Soil CO2 Detector

dirt!

THE MOVIE

Kellogg Garden Products recognizes a brand new concept in soil testing. We have collaborated with Woods End Laboratories and Dirt! the Movie to bring a method of testing soil and its need for compost and organic matter. The Living Breathing Dirt! Probe takes soil testing to a new audience. With a technique tested aboard the Mars Rover, this probe measures how much soil is BREATHING. If soil is breathing, it certainly needs to be fed compost to become a very healthy and productive soil. This probe will help your customers know how much compost is the perfect prescription to bring it to its optimal level of soil microbial activity.

- 0- color blue - dead soil
- 1- very low active carbon
- 2- low active carbon
- 3- medium active carbon
- 4- medium high active carbon
- 5- color yellow- living soil



(non amended soil)



(compost amended soil)



For product information and \$10 in rebates on Kellogg Brand composts go to www.KelloggGarden.com

"It was my complete joy to share this new soil test with a great group of 5th graders. The faces of these kids lit up when I let them 'dig in the dirt' and put the Solvita Living Breathing Dirt Kit into action. What a great concept!"
Marnie Brennan, Garden Coach, Host of the Impatient Gardener Radio Show

DIRT! The Movie — directed and produced by Bill Benenson and Gene Rosow — takes you inside the wonders of the soil. It tells the story of Earth's most valuable and underappreciated source of fertility — from its miraculous beginning to its crippling degradation.

The opening scenes of the film dive into the wonderment of the soil. Made from the same elements as the stars, plants and animals, and us, "dirt is very much alive." Though, in modern industrial pursuits and clamor for both profit and natural resources, our human connection to and respect for soil has been disrupted. "Drought, climate change, even war are all directly related to the way we are treating dirt."

For ordering **Dirt! The Movie..** go to www.dirtthemovie.org





Truths Of Marketing Compost

- Compost Cures the Planet
- It's a matter of TRIBES
- Permission vs. Interruption Marketing
- A Battle of Perceptions NOT Products
- Word of Mouth vs Sales Pitch
- Transparency
 - (no one buys a Meatball Sundae)





PLANT  WITH PURPOSE

AFRICA







- Kellogg has Partnered with
- Plant with Purpose
 - Similarity to Kellogg Model
 - Leadership
 - Providing Knowledge
 - Instigating Change
 - Following through with Ideas
 - Encouraging Creativity






WORKING LOCALLY



THINKING GLOBALLY





**1/2 of Our
World's Population
is Under 35!**

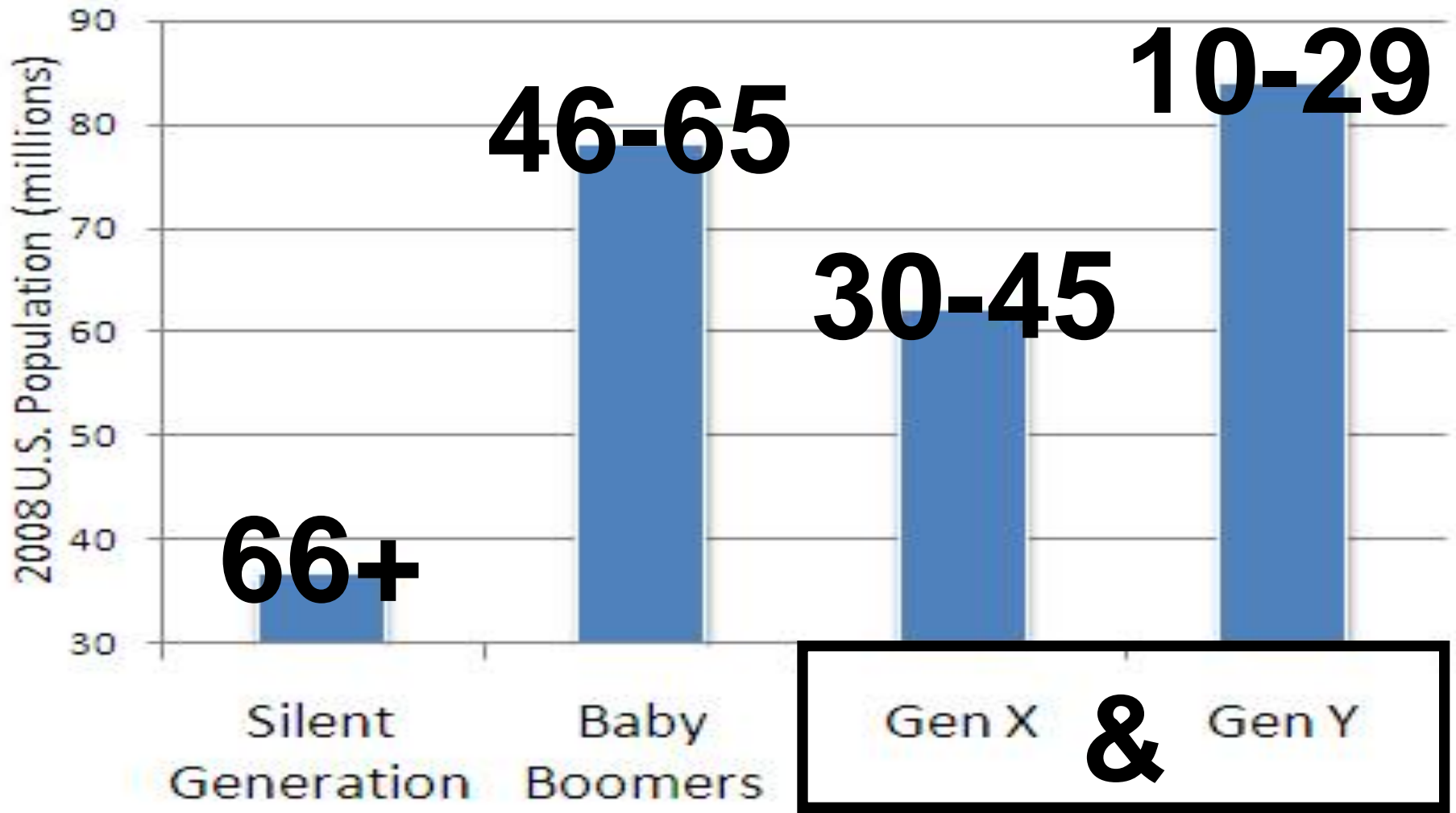
1. CHINA

2. INDIA

3. FACEBOOK

•700 billion minutes per month on Facebook

Population of Generation Segments



Source: U.S. Census Bureau: Population Division



8

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> ПУЛПЫТА ПУЛПЫТА > ПУЛПЫТА ПУЛПЫТА ▼ ПУЛПЫТА ПУЛПЫТА <



48

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SHIS

BunMedia02

Reinforcements
Shishka killed sketch with a headshot

25m

Yard

2

:54

Versus

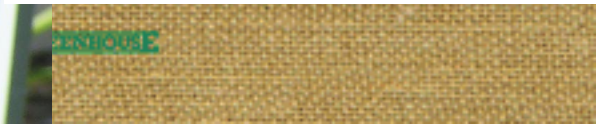
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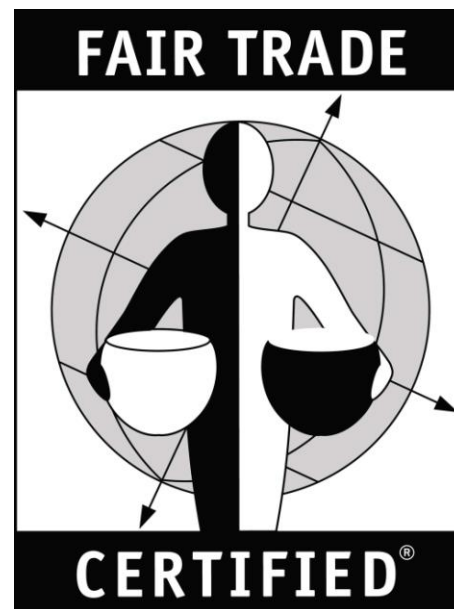


There are so many Marketing Messages





cruelty
free



OMRI[®]
L i s t e d

&

The
EarthRich[™]
INITIATIVE



www.KelloggGarden.com



Garden Gurus



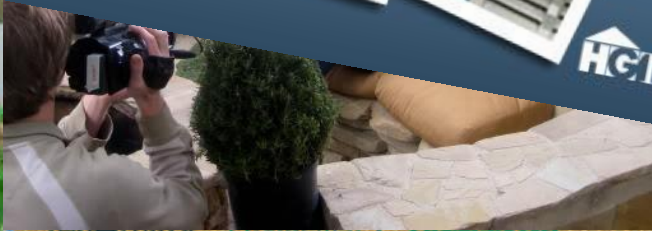
Curb Appeal



SHIRLEY



Garden World Report



HGTV

Carter Oosterhouse





www.KelloggGarden.com



So Many Methods Communicate









?









facebook®



We're Mobile!

- Smartphones Grew 80+% Since '08!
- iPhone has 250,000+ Apps!
- 96% of Gen Y Social Network!
- 67% Want to Follow Their Stores!
- 87% Check More Than Once a Day!





Word of Mouth!

- “A good name is more desirable than great riches; to be esteemed is better than silver or gold.” - Proverbs 22:1
- Top of Mind Awareness
- Interruption vs. Permission
- Streets vs. Internet



Focus on Mobile Females





Voice



Cameras





Marketing A Battle of Perceptions NOT Products





FERN

@LifeOnTheBlcny

Blog about container gardening on balconies and patios. Edibles, ornamentals, I love it all! Certified master gardener, class of 2010!

ADRIANA

@AnarchyGarden

Vegan, Master Gardener, Horticulturist, Community Garden Manager, and Guerrilla Gardener. Everyone has the right to access healthy organic food!



Garden at Work!

LifeOnTheBalcony

7 videos

Subscribe



Video player controls including play/pause, volume, progress (4:00 / 5:49), resolution (360p), and other standard video controls.

Interaction buttons: Like, Add to, Share, Embed, and a flag icon.

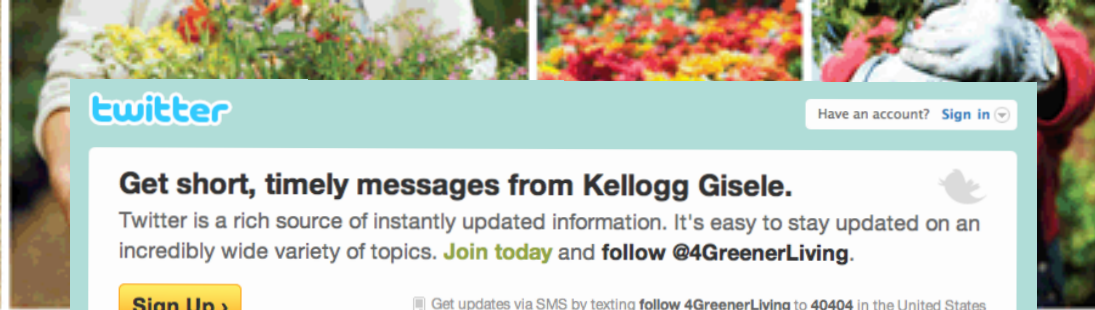
416 views

LifeOnTheBalcony | December 31, 2010 | 1 likes, 0 dislikes
Learn how to build a raised vegetable garden at your office.





www.KelloggGarden.com



twitter

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Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@4GreenerLiving**.

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Get updates via SMS by texting follow **4GreenerLiving** to **40404** in the United States
[Codes for other countries](#)



4GreenerLiving

CleanWaterConf Polluted stormwater runoff is one leading causes of pollution to our streams, rivers, & waterways. <http://bit.ly/hHPfKY>

11:10 AM Jan 10th via web
Retweeted by **4GreenerLiving** and 15 others

Name Kellogg Gisele
Location Western US
Web <http://www.kellogg...>
Bio Celebrated & passionate organic gardening educator & speaker providing ideas & solutions for greener living for over 33 years!

168 following 105 followers 12 listed

42

twitter

Get short, timely messages from Jerry Gross.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@YardYoda**.

[Sign Up >](#)

Get updates via SMS by texting follow **YardYoda** to **40404** in the United States
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YardYoda

Fall Lawn TLC : Shonnard's Garden Center, Nursery, Florist and Landscaping <http://t.co/MpsGvft> via **@AddThis**

3:23 PM Dec 16th, 2010 via Tweet Button

Name Jerry Gross
Location Co
Web <http://www.yodya.com>
Bio Organic gardening expert helping gardeners

Favorites

Following



twitter

Get short, timely messages from Kellogg Naomi.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@gardenkick**.

[Sign Up >](#)

Get updates via SMS by texting follow **gardenkick** to **40404** in the United States
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gardenkick

LifeOnTheBicny Check out **@AnarchyGarden** and my first work: <http://ow.ly/3mVVg>
10:00 AM Dec 10th, 2010 via HootSuite
Retweeted by **gardenkick** and 7 others

Name Kellogg Naomi
Location Pacific Northwest
Web <http://www.kellogg...>
Bio Healthier living from the ground up!

99 following 65 followers 6 listed

Tweets

Favorites

16

Following





www.KelloggGarden.com



The Wind Beneath ...

www.KelloggGarden.com

Grow Your Own Food!

Ask Us How to Get Started!

Safe & Organic!

The advertisement features a large image of a box of Kellogg Garden Soil, labeled "All Natural" and "Naturally". Next to it are two smaller packets. In the foreground, there is a collection of fresh produce including a green apple, a red apple, a bunch of broccoli, and an orange. The Kellogg logo is visible in the bottom right corner of the produce image.

Spend Less, Eat Better!

Kellogg

CITRUS TASTING

EVENT

PRESENTED BY DEANNA OF GENERATION GROWERS

SUN. FEB. 10TH 1-4 PM



Pumpkinmania.Blogspot.com





gardenmarketing

That's you!

Lists

Your lists:

tradeshows hardware landscape nba mngc kelloggarden pnw personalities2
floral nonprofits retailers2 places products publications personalities consultants
retailers

Name Kellogg Jonathan
Location Western, US
Web <http://www.Kellog...>
Bio Marketing & Advertising Ideas for Independent Retail Nurseries & Garden Centers from a Gen Next Director of Marketing w/ 15+ Yrs Experience in Lawn & Garden

649 following **1,243** followers **97** listed

Tweets 1,128

Favorites

Lists

tradeshows

hardware

landscape

nba

mngc

kelloggarden

View all

Handmade signs like this one
<http://twitpic.com/3pq7jt> at
Western Gardens Nursery rock!

about 7 hours ago via TweetDeck

Why is easily obtaining WiFi at a nursery nearly impossible?

about 10 hours ago via TweetDeck

Anyone want a \$55K Sego Palm? Mendon's has 2:

cross-pollinating great ideas!

Get Updates

E-MAIL NEWSLETTER

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WEBSITE



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HELPING PEOPLE CREATE BEAUTIFUL LANDSCAPES & GARDENS

Whether you're starting a garden from scratch, sprucing up your planting beds, or mulching your favorite fruit tree... Kellogg has a natural and organic premium garden soil, mulch, or fertilizer to help your project reach its best potential. Choose from a variety of premium Kellogg gardening soils, potting mixes, or soil amendments and pair them with our new natural and organic Kellogg fertilizers to create your own beautiful landscape or bountiful garden. We've been dedicated to meeting the needs of gardeners for over 85 years, and we continue to provide products you can trust!



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RALPH LAUREN

Black Label

RL-QR



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3. TAP THE BUY NOW BUTTON
4. TAP THE CHECKOUT BUTTON
5. TAP THE CONFIRMATION
6. TAP THE THANK YOU MESSAGE



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The Garden Corner

Open 8 - 7 Every Day!

Live your passion with us!

We're Impossible to find click for directions



Live your passion with us!



How about a seminar?





www.KelloggGarden.com



Product Knowledge & Sales Training





PREMIUM GARDEN SOILS

1. New Packaging!!!
2. 100% Natural & Organic
3. Composted & Cured
4. Complete & Balanced
5. Locally MFG
6. Expert Endorsed



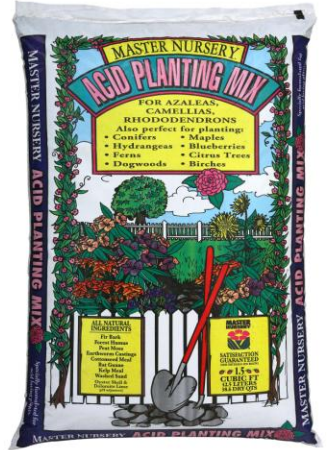


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Kelp

Alfalfa

Chicken

Bat Guano

Worm Castings



Tricentanol

Gibberellins

Long-lasting

Enzymes

Auxins



GRO-POWER



GREENHOUSE



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OMRI™

L i s t e d

Organic Materials Review Institute

It took us 2 ½ Years!





www.KelloggGarden.com



APPROVED FOR ORGANIC GROWING!

YES

100% Organic & Natural Ingredients

MFG Process Documented

Nutrients Tested

Heavy Metals Tested

Elemental Sulfur Tested

Bacteria Tested

Fungi Tested

Humates Tested



NO

Synthetics

Contamination

Radiation





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OMRI LISTED FERTILIZERS



The Next Generation of Organics!

All Mixes Available in 4, 12, 25 & 50 Lbs





WHAT'S IN THE BAG? NUTRIENTS!

Dried Poultry Waste
Quick Release of NPK!

Kelp Meal
Lots of Trace Minerals!

Feather Meal
Slow Release of NPK!

Alfalfa Meal
Rich in Micronutrients!

Bone Meal
Loaded with Calcium!

Potassium Sulfate
Overall Plant Health!





- Partnered with EMA
 - Schools and Gardening
 - Bringing attention to growing organically
 - Providing Knowledge to grow their own food
 - Providing Products for the Gardens
 - Providing Children with lifelong skills
 - Investing in the New Generation of Gardener
 - Introducing Debbie Levin,
 - Director, EMA



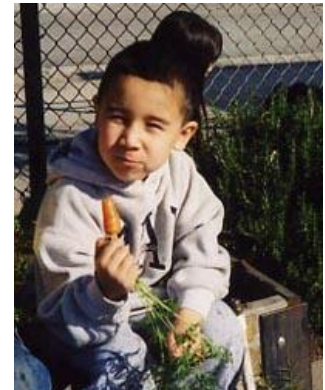




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What do we do to HELP?





www.KelloggGarden.com



Venice – Feb 2010





www.KelloggGarden.com



Carson – Feb 2010







Venice – May 2010





www.KelloggGarden.com

Ava

Soil is very important because soil helps the garden grow. Soil looks like dirt, but it is soil. And soil is healthy for the garden. All in all, I know.





Sal is important. It makes food and we need food. And dirt makes lunch, my lunch. But it gives us oxygen and we need that very bad! Thank you!



I Love dirt for my garden.
The dirt is for the flowers
You can have fun in
the dirt. Thank you
for the dirt.

Katie



Dirt

I like dirt because it makes the
plants grow. I like to make mudpies
with dirt. You mix dirt and water to make
mudpies. Thank you for the dirt.
Destiny

