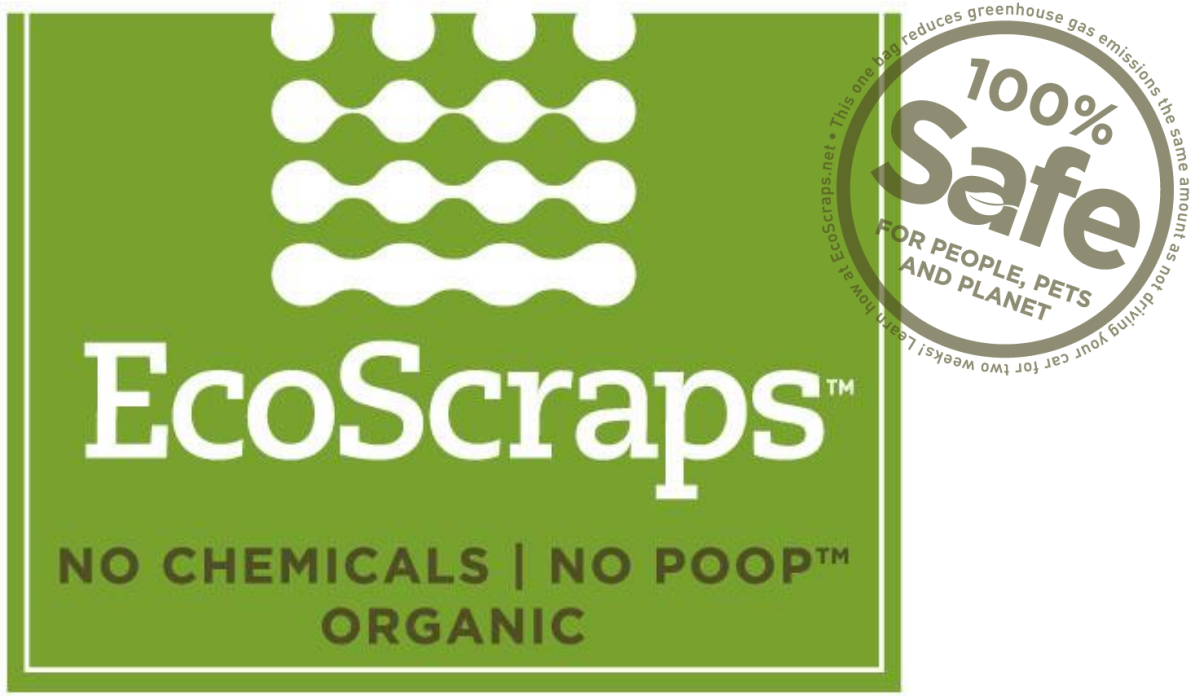


The EcoScraps Revolution

For Your Health, Environment, and Country.


ROCKS
Coach
want U
in the U.S.

E c o S c r a p s

recycles food waste into nutrient-rich garden products. Instead of clogging landfills and gassing the air we breathe, EcoScraps products enrich your soil, helping you grow healthier plants in the most environmentally friendly way.

The 800 lbs. Gorilla

Scotts' net sales for its fiscal year 2010 were $3.1 billion. With up to 2/3 market share they have a **quasi-monopoly**.

The Organic Threat

Organic L&G supplies are at 7% ($422 million) of overall L&G sales, and has **grown 5% annually** since 2010.

Why
does
this
matter?

Soil is the root of our existence, essential to life on earth. The whole biological enterprise of life outside the oceans depends on the nutrients soil produces and retains.

..... The Good News: .....

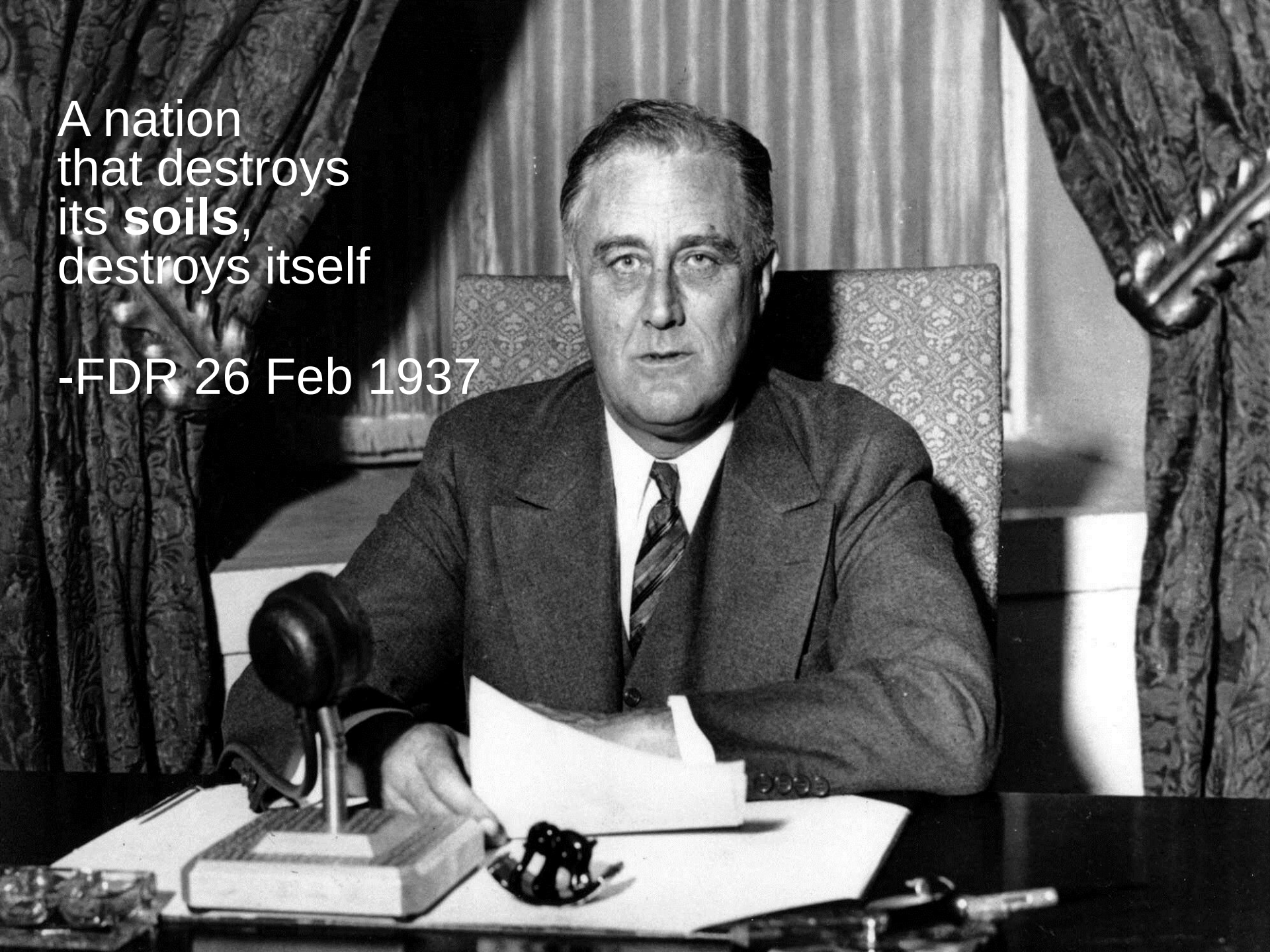
Soil is a **renewable resource**, naturally accumulating at an average rate of about **1 inch every 500 years**.
(USDA)

The Bad News:

In the last 100 years we have lost (net) **1/3 of our topsoil** (Dirt! The Movie)

Industrial agriculture **loses more than 24 Billion tons** (net loss) per year of topsoil through erosion into the world's rivers (Dirt: The erosion of Civilizations)

Fertile Soil is **ENDANGERED**, we are using it faster than it is being renewed


A nation
that destroys
its **soils**,
destroys itself

-FDR 26 Feb 1937

NO = NO = NO

SOIL PLANTS PEOPLE

This soil and fertility loss is, of course, **unsustainable**, and it demands the application of large amounts of purchased fertilizer. Commercial fertilizers and pesticides applied to agricultural soils adversely impact the below-ground life that is so essential to soil formation and plant nutrition. (Gardening: An Ecological Approach)

The USDA estimates that about **half the fertilizer used** each year in the United States **simply replaces soil nutrients** lost by topsoil erosion. This puts us in the odd position of **consuming fossil fuels**—geologically one of the **rarest** and **most useful** resources ever discovered—to provide a **substitute for dirt**—the **cheapest** and **most widely available** agricultural input imaginable.

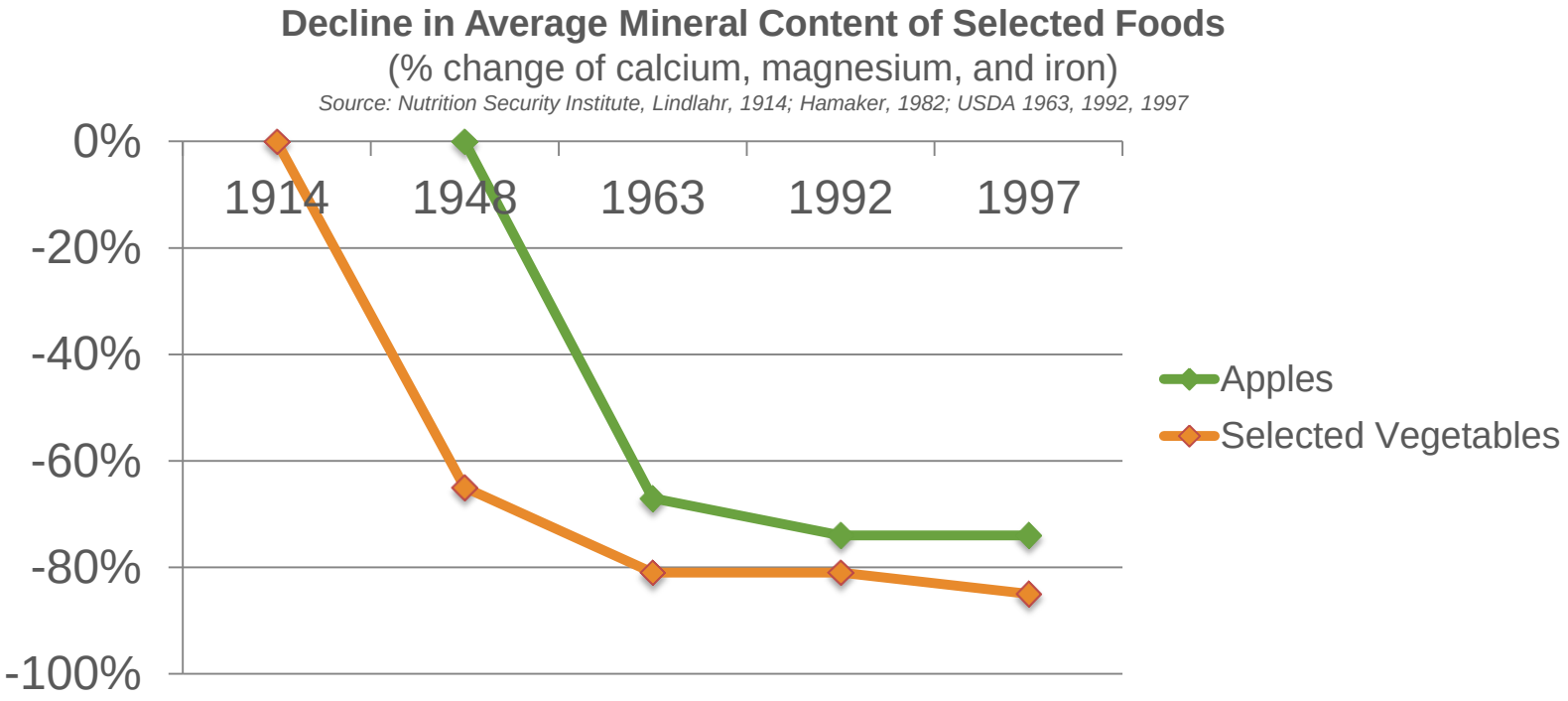
(Dirt: The Erosion of Civilization)

Applying fertilizers to agricultural soils is analogous to whipping a tired horse to make it run another mile.

(Gardening: An Ecological Approach)

Over the last 100 years, since the beginning of industrial agriculture,

Food has Become Less Nutritious



Fertilizers provide high levels of nitrogen and low levels of trace minerals for fast growth. This results in very weak watery cell growth in plants. The watery cells are more prone to insect damage and disease. These plants then need more fertilizers and pesticides for continued growth, **creating a continual downward spiral.**

Our health can never be greater than the health of our food plants, and the health and productivity of our food plants can never be greater than the health and productivity of the soils that grow them

(Gardening: An Ecological Approach)

Increased Fertilizers = Pollution

Up to **25%** of Green House Gas emissions come from industrial agriculture's **war against the soil.**

(Dirt! The Movie)

By some estimates only 20% of nitrogen fertilizers are absorbed by plants. The remainder goes mobile and ends up in the water table or in our streams, rivers, and oceans. Once in the ocean the high levels of nitrogen creates algae blooms, suffocating all marine life, creating **dead zones** where only jellyfish can thrive.

Once combined with oxygen the GHG **nitric oxide** is created.

The Dallas Morning News

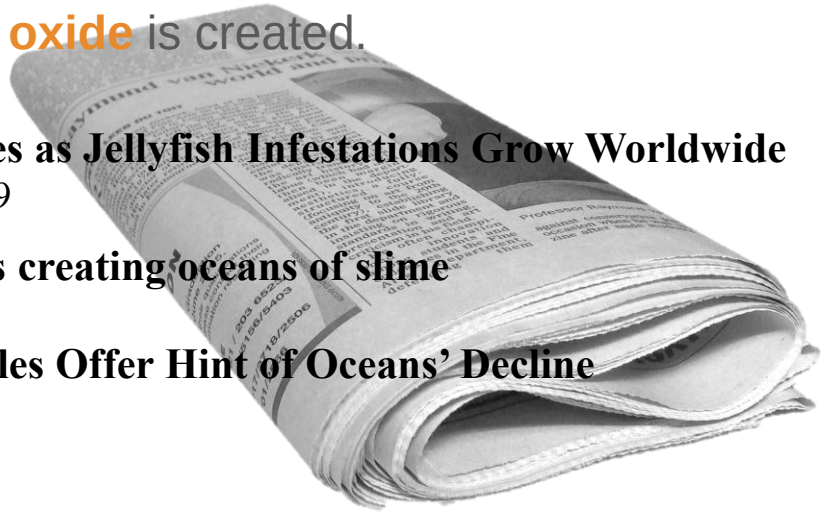
BBC

The New York Times

Trouble Surfaces as Jellyfish Infestations Grow Worldwide
November 17, 2009

Jellyfish blooms creating oceans of slime
April 5, 2012

Stinging Tentacles Offer Hint of Oceans' Decline
August 3, 2008



Food Waste = Pollution

Over **30 million tons** of food is thrown away every year

(USDA)

When food rots, it releases **methane gas**, a GHG which is **20 times more damaging** to the environment than carbon dioxide

(US EPA)

If we cut our **food waste in half** we would reduce our entire **carbon footprint** by more than **25%**

(CNN Report)

..... Solutions .....

1. **Problem:** Food waste = methane
   Solution: Compost food waste. Aerobic composting avoids the formation of methane (The World Bank).

2. **Problem:** The loss of fertile soil
   Solution: Composted food waste = more fertile soil that has the organic matter to benefit below-ground life.

3. **Problem:** Increased GHG from synthetic fertilizers
   Solution: Using organic composts instead of synthetic fertilizers. A 28 year study by Rodale (Spring 2008) shows that organic farming methods reduce carbon emissions by 25%.

4. **Problem:** Low nutrients and trace minerals in food
   Solution: Composted food waste is high in nutrients and organic matter which increase both the health and productivity of the soil.

Why
does
this
matter?

E c o S c r a p s

recycles food waste into nutrient-rich garden products. Instead of clogging landfills and gassing the air we breathe, EcoScraps products enrich your soil, helping you grow healthier plants in the most environmentally friendly way.

While it may seem absurd to view a surge of tiny organic marketers as potentially offering a collective threat to the

MIGHTY

SCOTTS JUGGERNAUT,

this scenario is

not so far fetched

(Packaged Facts. Lawn and Garden Products & Services in the U.S 9th Edition)

Our health can never be greater than the health of our food plants, and the health and productivity of our food plants can never be greater than the health and productivity of the soil that grows them.

Food is the byproduct of our relationship with the soil.

Thank you!

Wade Hooton
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