



2021 Catalog



From the Worldwide Leader in **Organic** Fertilizer.

FARM-GRADE INGREDIENTS GROUNDED IN AGRICULTURE



In the early 2000s, our founder, Jake Evans saw how California soil was being saturated with synthetic, petroleum-derived chemicals, and depleted of its natural ability to sequester carbon and retain precious water.

He realized how the fruits and vegetables we grow for our families were being robbed of their taste, nutritional value, and natural goodness. In addition to all the synthetic-based fertilizers, a myriad of new products entering the market claimed to be 'natural and organic,' but weren't. The organics industry lacked standards – and so did the products upon which our soil fertility depends. Jake decided to set up True Organic Products, Inc to serve agricultural organic produce growers with the safest, easiest to use, organic fertilizer.



***We are passionately dedicated to bringing you the best
in agriculture and specifically devoted***

CULTURE NOW AVAILABLE TO THE HOME GARDENER



After having become the worldwide leader in organic fertilizer over their 15 years in the agricultural industry, Jake and the team saw the opportunity to create a new line of plant foods and soils for the home gardener based on a surprisingly simple idea, one that's embodied in the name: True Organic. They thought, what if we sourced only premium ingredients – avoiding all chemicals, additives, or fillers – and spelled them out clearly on the label so the home gardener could understand them?

What if we managed the entire manufacturing process, from the ethical sourcing of ingredients to customer satisfaction? And what if we worked with both colleagues and competitors in a collaborative fashion to help raise standards for the entire industry?

**safest, easiest-to-handle, organic fertilizers grounded
developed for your backyard garden.**

Trusted by the Organic Food Industry



Our products are rigorously tested for pathogens. In fact, we're the only plant food company that is ISO 22000 certified by Bureau Veritas, which means we have a food safety management system in place to help produce a safer product to grow your food in.





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Seabird Guano - A great source of Phosphorous and slow release Nitrogen with a complete micronutrient package.

Shrimp Shell and Crab Shell Meal - A premium, sustained supply of Calcium and Nitrogen for both microbes and plants.

Poultry Manure - Ethically sourced from organically raised birds, unlike other 'organic' fertilizers that source from conventional farms.

Soybean Meal - Organically sourced.

No Sludge, Fillers or Additives.



Your two favorite True Organic™ Granular Plant Foods are also available in convenient shaker jugs for even application.



ALL PURPOSE PLANT FOOD 5-4-5



ALL PURPOSE PLANT FOOD

- For abundant organic fruits, flowers, vegetables, herbs and foliage.
- Exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For in-ground and container plants.
- Apply monthly during the growing season.
- Our 4lb. bag covers up to 87 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	5%
1.25% Water Soluble Nitrogen	
3.75% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	4%
Soluble Potash (K_2O).....	5%
Calcium (Ca).....	4%
Sulfur (S).....	1%

Derived from: Poultry Manure, Soybean Meal, Seabird Guano, Sulfate of Potash, Fish Bone Meal, Crab Shell Meal and Shrimp Shell.

4lb. Resealable Bag. | 4.5lb. Shaker Jug. | 8lb. Resealable Bag.

TOMATO & VEGETABLE FOOD 4-5-6

TOMATO & VEGETABLE FOOD

- For superior harvests of organic fruits and vegetables.
- 6% calcium to help prevent blossom end rot, in an exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For in-ground and container plants.
- Apply monthly during the growing season.
- Our 4lb. bag covers up to 70 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	4%
1% Water Soluble Nitrogen	
3% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	5%
Soluble Potash (K_2O).....	6%
Calcium (Ca).....	6%
Sulfur (S).....	1%

Derived from: Poultry Manure, Seabird Guano, Fish Bone Meal, Sulfate of Potash, Soybean Meal, Crab Shell Meal and Shrimp Shell.

4lb. Resealable Bag. | 4.5lb. Shaker Jug. | 8lb. Resealable Bag.



RAISED BED FOOD 6-3-6



RAISED BED FOOD

- For abundant, organic raised bed herbs, flowers, vegetables and fruits.
- Exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For raised bed and large container plants.
- Apply every two months during the growing season.
- Our 4lb. bag covers up to 30 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	6%
1.5% Water Soluble Nitrogen	
4.5% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	3%
Soluble Potash (K_2O).....	6%
Calcium (Ca).....	5%
Sulfur (S).....	1%

Derived from: Soybean Meal, Seabird Guano, Sulfate of Potash, Fish Bone Meal, Crab Shell Meal and Shrimp Shell.

4lb. Resealable Bag.

HERB & LEAFY GREENS FOOD 4-4-6



HERB & LEAFY GREENS FOOD

- For abundant organic herbs and leafy greens.
- Exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For in-ground and container plants.
- Apply monthly during the growing season.
- Our 4lb. bag covers up to 70 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	4%
1% Water Soluble Nitrogen	
3% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	4%
Soluble Potash (K_2O).....	6%
Calcium (Ca).....	7%
Sulfur (S).....	1%

Derived from: Poultry Manure, Seabird Guano, Sulfate of Potash, Soybean Meal, Fish Bone Meal, Crab Shell Meal and Shrimp Shell.

4lb. Resealable Bag.

CITRUS & AVOCADO FOOD 4-5-4

CITRUS & AVOCADO FOOD

- For lush green foliage, abundant blossoms and fruit.
- 7% calcium to help prevent blossom end rot, in an exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For in-ground and container trees.
- Apply twice per year in Spring and Fall.
- Our 4lb. bag covers up to 70 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	4%
1% Water Soluble Nitrogen	
3% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	5%
Soluble Potash (K_2O).....	4%
Calcium (Ca).....	7%
Sulfur (S).....	1%

Derived from: Poultry Manure, Seabird Guano, Fish Bone Meal, Soybean Meal, Sulfate of Potash, Crab Shell Meal and Shrimp Shell.

4lb. Resealable Bag.



BERRY FOOD 5-4-4



BERRY FOOD

- For abundant organic fruits on berry plants that thrive in a low pH soil, and other acid-loving plants.
- Sulfur to help lower soil pH and improve availability of micronutrients, in an exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For in-ground and container plants.
- Apply monthly during the growing season.
- Our 4lb. bag covers up to 58 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	5%
1.25% Water Soluble Nitrogen	
3.75% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	4%
Soluble Potash (K_2O).....	4%
Calcium (Ca).....	6%
Sulfur (S).....	1%

Derived from: Poultry Manure, Soybean Meal, Seabird Guano, Sulfate of Potash, Fish Bone Meal, Crab Shell Meal and Shrimp Shell.

4lb. Resealable Bag.

AZALEA, CAMELLIA & RHODODENDRON FOOD 5-4-3



AZALEA, CAMELLIA & RHODODENDRON FOOD

- For lush flowers on plants that thrive in low pH soil.
- 5% sulfur to help lower soil pH and improve availability of micronutrients, in an exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For shrubs and trees.
- Apply twice per year in spring and fall.
- Our 4lb. bag covers up to 87 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	5%
1.25% Water Soluble Nitrogen	
3.75% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	4%
Soluble Potash (K_2O).....	3%
Calcium (Ca).....	6%
Sulfur (S).....	5%

Derived from: Poultry Manure, Soybean Meal, Seabird Guano, Elemental Sulfur, Fish Bone Meal, Sulfate of Potash, Crab Shell Meal and Shrimp Shell.

4lb. Resealable Bag.

ROSE & FLOWER FOOD 4-5-3

ROSE & FLOWER FOOD

- For stunning blooms and verdant foliage on roses and other flowering plants.
- Exclusive blend of proven farm-grade ingredients for plants, soil and microbes, including Seabird Guano, Shrimp and Crab Shell meal.
- For in-ground and container plants.
- Apply monthly during the growing season.
- Our 4lb. bag covers up to 70 sq. ft.

GUARANTEED ANALYSIS

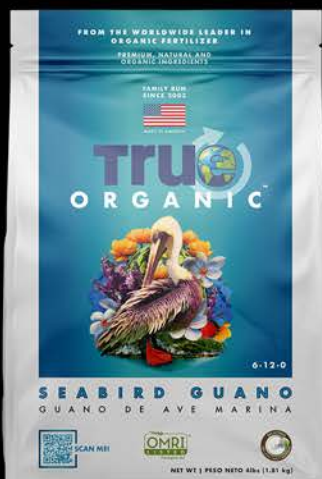
Total Nitrogen (N).....	4%
1% Water Soluble Nitrogen	
3% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	5%
Soluble Potash (K_2O).....	3%
Calcium (Ca).....	5%
Sulfur (S).....	1%

Derived from: Poultry Manure, Seabird Guano, Fish Bone Meal, Sulfate of Potash, Crab Shell Meal, Shrimp Shell and Soybean Meal.

4lb. Resealable Bag.



SEABIRD GUANO 6-12-0



SEABIRD GUANO

- A boost for abundant organic fruits, flowers, vegetables, herbs and foliage.
- Highly valued in organic farming as a great source of Phosphorous and slow release Nitrogen for plants and soil microbes, which is ideal for vegetative growth.
- For in-ground and container plants.
- Apply twice per year in Spring and Fall.
- Our 4lb. bag covers up to 70 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	6%
1.5% Water Soluble Nitrogen	
4.5% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	12%
Calcium (Ca).....	7%
Sulfur (S).....	1%

Derived from: Seabird Guano.

4lb. Resealable Bag.

BLOOD MEAL 12-0-0



BLOOD MEAL

- For heavy feeders like corn, spinach, broccoli and leafy greens to encourage rapid vegetative growth.
- A great source of nitrogen.
- For in-ground and container plants.
- Apply twice per year in Spring and Fall.
- Our 3lb. bag covers up to 104 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N)	12%
3% Water Soluble Nitrogen	
9% Water Insoluble Nitrogen	

Derived from: Blood meal.

3lb. Resealable Bag.

BONE MEAL 7-7-0

BONE MEAL

- Beneficial for overall growth, flowering and fruiting; producing larger organic fruits and vegetables.
- A sustained supply of nitrogen and phosphorus.
- For in-ground and container plants.
- Apply twice per year, in Spring and Fall.
- Our 3lb. bag covers up to 61 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N)	7%
1.75% Water Soluble Nitrogen	
5.25% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5)	7%
Calcium (Ca)	7%

Derived from: Bone meal.

3lb. Resealable Bag.



PRILLED SULFUR



PRILLED SULFUR

- Beneficial for overall growth, flowering and fruiting; producing superior flowers, vegetables, herbs and foliage.
- Essential for plants and also lowering soil pH to improve availability of micronutrients.
- To balance soil for in-ground plants.
- Test your soils pH, then apply one to two weeks before planting and feeding.
- Our 5lb bag covers up to 1,333 sq. ft.

GUARANTEED ANALYSIS

Sulfur (S)	99%
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Derived from: Elemental Sulfur.

5lb. Resealable Bag.

Grounded in Agriculture

True® is the worldwide leader in diverse and innovative production of organic fertilizers. We are a family-owned business who respectfully treats our growers' land as if it were our own.

We are passionately dedicated to manufacturing the highest quality, safest and easiest-to-handle organic fertilizers developed exclusively to help you grow.



True Organic™ Liquids



True Organic™ Liquid Plant Food is blended from natural & organic Farm-Grade Ingredients proven to be extremely beneficial for both plants and soil, in particular Soy Protein Hydrolysate a potent biostimulant which:

- Improves germination, productivity, and quality of a wide range of crops.
- Improves root and shoot growth and increases photosynthesis.
- Stimulates plant-hormone like response (Gibberellic Acid, Auxin).
- Improves resistance to environmental stresses.
- Enhances nutrient availability in plant growth substrates and increases nutrient uptake and nutrient-use efficiency in plants.
- Stimulates plant microbiomes community.
- Induces disease resistance in plants.

LIQUID ALL PURPOSE PLANT FOOD 3-2-2



LIQUID ALL PURPOSE PLANT FOOD

- For abundant organic fruits, flowers, vegetables, herbs and foliage.
- Soy Protein Hydrolysate - a potent biostimulant, in an exclusive blend of farm-grade ingredients proven to be extremely beneficial for both plants and soil.
- For in-ground and container plants, indoors and outside.
- Apply every two weeks during the growing season.
- Our 16 fl. oz. bottle covers approximately 30 sq. ft. when mixed at a rate of 2 oz. per gallon of water.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	3%
2.9% Water Soluble Nitrogen	
0.1% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	2%
Soluble Potash (K_2O).....	2%

Derived from: Fish Solubles Stabilized with Phosphoric Acid, Corn Steep Liquor, Reduced Sugar Molasses, Soy Protein Hydrolysate, Sulfate of Potash, Kelp Extract.

16 fl. oz. Concentrate Squeeze Bottle with Flip-top Cap.

LIQUID TOMATO & VEGETABLE FOOD 3-2-3

LIQUID TOMATO & VEGETABLE FOOD

- For superior harvests of organic fruits and vegetables.
- Soy Protein Hydrolysate - a potent biostimulant, in an exclusive blend of farm-grade ingredients proven to be extremely beneficial for both plants and soil.
- For in-ground and container plants, indoors and outside.
- Apply every two weeks during the growing season.
- Our 16 fl. oz. bottle covers approximately 30 sq. ft. when mixed at a rate of 2 oz. per gallon of water.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	3%
2.6% Water Soluble Nitrogen	
0.4% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	2%
Soluble Potash (K_2O).....	3%

Derived from: Fish Solubles Stabilized with Phosphoric Acid, Reduced Sugar Molasses, Corn Steep Liquor, Soy Protein Hydrolysate, Sugar Beet Extract, Sulfate of Potash, and Kelp Extract.

16 fl. oz. Concentrate Squeeze Bottle with Flip-top Cap.



LIQUID BLOOM BOOST 2-3-2



LIQUID BLOOM BOOST

- A bud, bloom and blossom booster to promote flowers and fruit.
- Soy Protein Hydrolysate, a potent biostimulant, in an exclusive blend of farm-grade ingredients proven to be extremely beneficial for both plants and soil.
- For in-ground and container plants, indoors and outside.
- Apply every two weeks during the growing season.
- Our 16 fl. oz. bottle covers approximately 30 sq. ft. when mixed at a rate of 2 oz. per gallon of water.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	2%
1.9% Water Soluble Nitrogen	
0.1% Water Insoluble Nitrogen	
Available Phosphate (P_2O_5).....	3%
Soluble Potash (K_2O).....	2%

Derived from: Fish Solubles Stabilized with Phosphoric Acid, Corn Steep Liquor, Reduced Sugar Molasses, Soy Protein Hydrolysate, Sulfate of Potash and Kelp Extract.

16 fl. oz. Concentrate Squeeze Bottle with Flip-top Cap.

LIQUID LAWN FOOD 4-0-1



LIQUID LAWN FOOD

- For rapidly greening lawns, supporting root growth and starting grass seed.
- 1% iron for greening up lawns, with Soy Protein Hydrolysate - a potent biostimulant, in an exclusive blend of farm-grade ingredients proven to be extremely beneficial for both plants and soil.
- For use on lawns.
- Apply monthly for rapid green-up.
- Our 32 fl. oz. bottle covers up to 2,000 sq. ft.

GUARANTEED ANALYSIS

Total Nitrogen (N).....	4%
3.9% Water Soluble Nitrogen	
0.1% Water Insoluble Nitrogen	
Soluble Potash (K ₂ O).....	1%
Iron (Fe).....	1%

Derived from: Sugar Beet Extract, Soy Protein Hydrolysate, Reduced Sugar Molasses, Corn Steep Liquor, Ferrous Sulfate, Sulfate of Potash and Kelp Extract.

32oz Concentrate Hose-end Sprayer.

Community Support

At True Organic™, we believe helping our partners build their business extends beyond what goes in the ground.

We believe in contributing to the overall health and well-being of the communities we serve through the support of over two dozen various non-profits and faith-based organizations.

To learn more visit www.true.ag/community



Product Details

ITEM	U.P.C	SHIPPING CONTAINER	ITEM DESCRIPTION	SIZE	PACK	CASES PER PALLET	MSRP
R0001	8-50010-09024-5	1-08-50010-09024-2	ALL PURPOSE PLANT FOOD	4 lb.	6	60	\$11.99
R0002	8-50010-09001-6	1-08-50010-09001-3	ALL PURPOSE PLANT FOOD JUG	4½ lb.	6	32	\$13.99
R0003	8-50010-09002-3	1-08-50010-09002-0	ALL PURPOSE PLANT FOOD	8 lb.	4	40	\$14.99
R0004	8-50010-09003-0	1-08-50010-09003-7	TOMATO & VEGETABLE FOOD	4 lb.	6	60	\$11.99
R0005	8-50010-09004-7	1-08-50010-09004-4	TOMATO & VEGETABLE FOOD JUG	4½ lb.	6	32	\$13.99
R0006	8-50010-09005-4	1-08-50010-09005-1	TOMATO & VEGETABLE FOOD	8 lb.	4	40	\$14.99
R0007	8-50010-09006-1	1-08-50010-09006-8	BONE MEAL	3 lb.	6	60	\$5.99
R0008	8-50010-09007-8	1-08-50010-09007-5	BLOOD MEAL	3 lb.	6	60	\$5.99
R0009	8-50010-09008-5	1-08-50010-09008-2	AZALEA, CAMELLIA & RHODODENDRON FOOD	4 lb.	6	60	\$11.99
R0010	8-50010-09009-2	1-08-50010-09009-9	HERB & LEAFY GREENS FOOD	4 lb.	6	60	\$11.99
R0011	8-50010-09010-8	1-08-50010-09010-5	BERRY FOOD	4 lb.	6	60	\$11.99
R0012	8-50010-09011-5	1-08-50010-09011-2	RAISED BED FOOD	4 lb.	6	60	\$11.99
R0013	8-50010-09012-2	1-08-50010-09012-9	ROSE & FLOWER FOOD	4 lb.	6	60	\$11.99
R0014	8-50010-09013-9	1-08-50010-09013-6	CITRUS & AVOCADO FOOD	4 lb.	6	60	\$11.99
R0015	8-50010-09014-6	1-08-50010-09014-3	SEABIRD GUANO	4 lb.	6	60	\$12.99
R0016	8-50010-09015-3	1-08-50010-09015-0	PRILLED SULPHUR	5 lb.	6	60	\$7.99
R0017	8-50010-09016-0	1-08-50010-09016-7	LIQUID ALL PURPOSE FOOD	16 oz.	6	144	\$7.99
R0018	8-50010-09017-7	1-08-50010-09017-4	LIQUID TOMATO & VEGETABLE FOOD	16 oz.	6	144	\$7.99
R0019	8-50010-09018-4	1-08-50010-09018-1	LAWN FOOD READY TO SPRAY	32 oz.	6	72	\$12.99
R0020	8-50010-09020-7	1-08-50010-09020-4	LIQUID BLOOM BOOST	16 oz.	6	144	\$7.99

The TRUE Standard of Organic Gardening

FAMILY RUN
SINCE 2003



MADE IN AMERICA

Our mission is to bring out the best in all organic products.

We've spent the last 15 years helping shape organic standards to protect you and your family.



Co-Chair



Participant



Early Adopter



Sponsor



Sponsor



Board Members



NEW FOR 2021!



True
ORGANIC™

From the Worldwide Leader in Organic Fertilizer



What buyers say about why they love True Organic™



"I use True Organic™ for the consistency of the product and their ingredients. True is a reliable supplier with first class service that provides us the flexibility I need in doing business."



"The reasons I use True Organic™ simply put, best in class, clean and pathogen-free. That's very important when you are providing food for grocery stores and schools."



"I believe in the True Organic™ team, they do a great job, have a strong leadership team, and they're out to do the right thing. True Organic™ is head and shoulders above everyone else as far as their commitment to food safety which is very important to us."

TRUSTED

Our mission is to bring out the best in all organic products. We've spent the last 15 years helping shape organic standards to protect you and your family.

TESTED

Our products are rigorously tested for pathogens. In fact, we're the first plant food manufacturer to obtain ISO 22000 certification from Bureau Veritas, which means we have a food safety management system in place to help produce a safer product to grow your food in.

TRUE

We strive to remain true to the way nature intended for the safest and most effective products for current and future generations. We're committed to the idea that a biologically active soil better feeds plants, environment and community.

Unlike conventional fertilizers, True Organic™ products replenish the soil, helping to restore the Earth for future generations and keeping your own backyard biome truly organic.



www.trueorganic.earth



hello@trueorganic.earth



+1 (855) 908-8783



[@trueorganic.earth](https://www.facebook.com/trueorganic.earth)



[@true_organic_](https://www.instagram.com/true_organic_)



True Organic



[@true_organic_](https://www.twitter.com/true_organic_)



True Organic



BRANDTENDER
CONSULTING