

NATURE'S CROSSROADS MEDIA KIT



OUR PURPOSE: At Nature's Crossroads, our purpose is to provide gardeners in Indiana and surrounding states with the organic/eco-friendly seeds, fertilizers and supplies that make sense for where we grow. We believe that gardening is a great way to improve the environment, beautify our homes, get some exercise, and play in the dirt while providing healthy food for our families.

WHAT WE DO: We sell seeds and gardening supplies through three major channels - our internet store, our school fundraiser program, and through retail stores (like small groceries and garden centers) in central Indiana.

Our core product line is a selection of 100 certified organic vegetable, flower, herb, and fruit varieties that are proven to grow well in Indiana. We also sell garden kits and seed collections for gardeners of all ages and experience levels.

One of our long-term goals is to expand the supply of locally grown seeds by working with organic farms in the Midwest. We already include a selection of heirloom tomatoes grown by LIFE Certified Organic Farm in Morgan County, Indiana.

We also work to support youth gardening programs around the Midwest through donations of seeds, supplies, and educational materials.

OUR HISTORY: Nature's Crossroads was founded by two Hoosier farmers: Art Sherwood and Jeff Evard. Both have extensive growing experience and are very active with the local food movement. They have been co-owners of LIFE Certified Organic Farm for several years and in 2007 developed the idea for Nature's Crossroads, conducting several pilot programs in 2008 and 2009. Nature's Crossroads will be moving ahead full-steam in 2010 with sales through the website, retail seed racks, school fundraisers, and an affiliate program. The focus for 2010 is central Indiana but the company hopes to expand in future years to cover all of Indiana and reach out into surrounding states.

OUR PHILOSOPHY: We are a family owned local business 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.

OUR TEAM: There are several more wonderful Hoosiers working to make Nature's Crossroads successful including our Internet Sales Manager Maggie Sullivan, our Fundraiser Goddess Laura Brown-Cano, our Operations Manager Bobbi Boos, and Head Designer Gwen Fluhr. Our offices are in a funky historic building on south Walnut Street in Bloomington.

CONTACT US:

Please direct media inquiries to team coordinator Maggie Sullivan.

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