

FARMER YOU

IMPROVING PLANT GROWTH NATURALLY

Farmer You LLC

601 Lewis Ave N
Watertown, MN 55388
(844) 243-3323

MagniMoist Product Categories

Hanging Basket Liners

Window Box Liners

Planter Inserts

Microgreen Kits

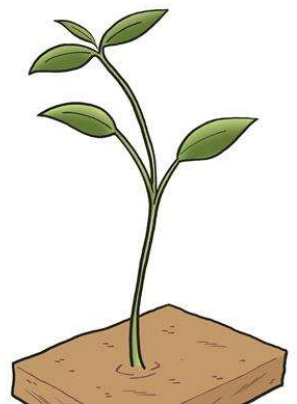
Seed Starting Pads



Explodes
Plant Color

Stronger Roots
Survive Drought

Saves Water
Naturally



Sell More Plants, Containers and Soil with MagniMoist!

A story of growth

Every year - about the time that the snow melts and the buds on the trees are about to burst- the human spirit awakens from its winter nap and wants to participate in the rebirth of Spring. It is a cyclical and human desire to participate in the warmth and joy of a new Spring. So what do people do? They go to the garden centers and the greenhouses and they purchase the same basket of products; plants, soil, and containers. All so they can decorate their porches, balconies, windows and patios with beautiful flowers.

It does not matter if they are a black-thumbed plant killer or an experienced master gardener.

The desire to plant something is human and therefore it is gardeners of all skill levels that engage in the planting.

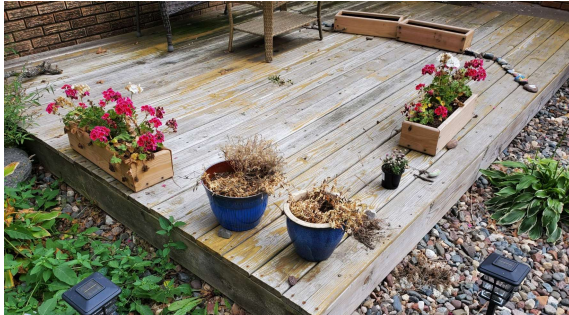
But gardeners are real people too. And real people have real lives that are full of inconsistencies and that living and breathing potted plant on their doorstep needs regular care, maybe even daily care. But life happens; they get sick for a week, go on a vacation, or just get busy and before they know it, they have forgotten to water their plants and the container is now wilted, if not scorched. For many people this happens by the end of June. **It's not even halfway through the Summer and their dream of overflowing blooms has withered beneath a perilous sun.**

This tends to be a real problem for garden centers. As soon as the plants leave with the customer, **the success of the container is completely up to the gardener.** And when the customer, who may have just spent \$50.00 filling their container, loses it after forgetting to water for only a few days, the customer does not feel great about their purchase. And as a result scales back their buying next year because they lack the confidence that they will be successful.

This sentiment is reflected in my neighbor, who is definitely not a gardener. Two years ago, he wanted to support Farmer You and purchased a 40x60 liner sheet to cut and line some wooden planter boxes. He is a busy man, who works long hours, and wanted to decorate his front porch.

Sometime in late August he came and grabbed me, telling me to come and take a look at his planters. As you can see in the picture, he is not a skilled or dedicated gardener. The rocks needed to be weeded, two of the four wooden planters weren't even planted, and the round pots were scorched.

August 2024



October 2025



He was quite proud though of the petunias still producing blooms in the wooden planter. He told me that he had only used the MagniMoist liner in the wooden planters, not the pots. And not only that, he had been too busy to water them all Summer. I couldn't believe it. **Those plants were surviving off of rainwater alone.**

It is truly amazing what simply keeping a plant alive can do to the confidence of a person. The following year, he more than doubled the amount of plants on his front porch. Not only did he plant the two other wooden planters from the previous year, but he also purchased two larger pots as well as the soil and plants to fill them. All lined with MagniMoist, of course. And as you can see from the picture above, (taken in October!) the plants continue to thrive.

So here is my takeaway from this experience. If we can make our customers more successful at home, they will purchase more plants, soil, and planters the following year. And best of all, they will buy the MagniMoist insert to go with it that will be the key to their success. Three dollars is all it would have taken to keep those pots alive through the end of the year. **Most customers immediately see the value of spending three dollars to be able to enjoy their plants for the whole Summer, instead of only half.**

MAGNiMoIST™ Liners

Proven to Outperform Coco Fiber Liners

Dr. Neil Anderson (pictured below) of the University of Minnesota Horticultural Science Department conducted a side-by-side comparison: MagniMoist™ vs. coco-fiber liners. These photographs from the trial gardens prove that MagniMoist™ produces bigger and more colorful blooms! Because the water is reflected back into the soil and distributed throughout the container the added soil moisture favors showy water-loving feature plants and keeps the accent plants from taking over.



Ordinary coco-fiber liner



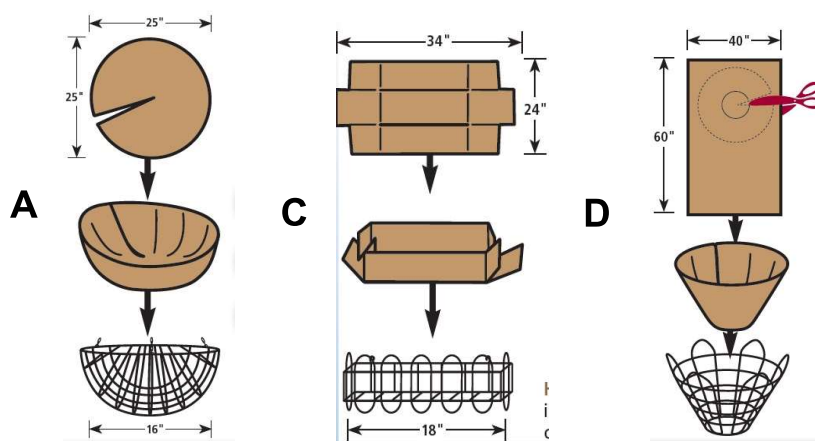
MagniMoist™ liner



Investigate the Benefits of MagniMoist.™

- Proven to dramatically improve the color and health of plants
- U.S. grown and manufactured to strict horticultural standards
- Balances growth between feature and accent plants
- Soft fiber is easy to cut and shape to fit any container
- More eco-friendly, made from natural plant fibers
- Saves water by reducing waste
- Ideal alternative for customers who are frustrated by the “coco-fiber-drying” effect

BASKET LINERS



Item #

Description

Qty

Qty

UPC Number

Wire Basket Liners (A)

10129	12" Basket Liner (19" dia fits a 12" Basket)	1	24	756113111293
10149	14" Basket Liner (22" dia fits a 14" Basket)	1	24	756113111491
10169	16" Basket Liner (25" dia fits a 16" Basket)	1	24	756113111699
10209	20" Basket Liner (29" dia fits a 20" Basket)	1	6	756113102093
19249	24" Basket Liner (39" dia fits a 24" Basket)	1	6	756113192490

Window Box Liners (C)

11179	18" Window Box (custom shape fits standard 18" trough)	1	12	756113111798
10999	30" Window Box (custom shape fits standard 30" trough)	1	6	756113109993

Custom Liner Sheets (D)

1002	40"x60" Liner Sheet (customer cuts to line anything)	1	6	756113010022
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MAGNiMoIST™ Planter Inserts

Soil hydration is the most important factor in container plant performance. MagniMoist,™ placed below potting soil, deflects water back up into the dry soil, spreading water throughout the container. After full saturation, the MagniMoist™ becomes porous, releasing only the excess water. The result is a perfectly hydrated plant every time you water!



THE MAGNiMoIST ADVANTAGE

The MagniMoist advantage can be seen by looking inside a container. The Horticultural Science Department of the University of Minnesota used nuclear photography to map water dispersion inside containers with and without MagniMoist planter inserts. The x-ray images show that without MagniMoist much of the container's soil was bone dry, but with MagniMoist, the soil was fully hydrated. In fact, **MagniMoist resulted in a 25.4% increase in total saturation!**

Item #	Description	Package Qty	Case Qty	UPC Number
11204	4" Planter Insert	1	36	756113112047
11205	5" Planter Insert	1	36	756113112054
11206	6.5" Planter Insert	1	24	756113112061
11208	8" Planter Insert	1	24	756113112085
11209	9" Planter Insert	1	24	756113112191
11210	10" Planter Insert	1	12	756113112108
11212	12.5" Planter Insert	1	12	756113112122
11214	14" Planter Insert	1	12	756113112146
11216	16" Planter Insert	1	12	756113112160

Farmer You MicroGreen Kits



Kitchen MicroGreen Grow Kit - White



Seed Packets



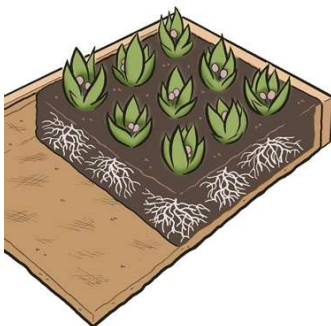
Kitchen Replacement Pads

Commercial Seed Starting Pads



Farmer you™ germination pads are used by professionals because they are a 100% natural fiber pad. Consumers enjoy the easy germination and the lack of "dirt"! Pads are discarded after use and fresh pads are purchased.

Raised Bed Liners and Landscape Rolls



MagniMoist rolls planted in the soil have been shown to greatly increase drought survivability of plants and to speed up the growth of plants in raised beds, leading to larger harvests earlier in the season. Rolls can be cut to size for customers in a retail setting and sold by the foot.

Microgreen, Germination Pad, and Landscape Rolls

Item #	Description	Package Qty	Case Qty	UPC Number
27108	Kitchen MicroGreen Grow Kit - White	1	6	756113271089
21385	Kitchen Grow Kit Replacement Pads - 4 Pack	1	6	756113213850
24376	Micro Green Seed Packet - Arugula	1	24	756113243765
28676	Micro Green Seed Packet - Cabbage	1	24	756113267373
24653	Micro Green Seed Packet - Mustard	1	24	756113267374
25964	Micro Green Seed Packet - Radish	1	24	756113259643
B27095	10/20 Germination Pad	1	80	n/a
B10182	2' x 50' Bulk Roll	1	1	n/a
B10183	3' x 50' Bulk Roll	1	1	n/a