Operationalizing Sustainability at

Rick Brown
Introduction To Our Practices

- Our Product
- How We Grow Our Product
- How We Sell Our Product
- How We Market Our Product
- Completing the Circle
Our Product
Products - 1 Gallon Perennials
Products - 1 Gallon Annuals
How We Grow
Our Product
Irrigation – Chapin Drip Tape

Delivers 6-8 oz water/pot
Chapin Drip Tape

Drilled PVC Drip Tape Spacers every 50 feet
Fertigation
Cold Protection
Capillary Mat Irrigation
Integrated Pest Management
How We Sell
Our Product
Inventory Management
Restocking
Plant Handling

Monorail System
Packing
Delivering and Merchandising
# Employee Efficiency & Accountability

## Daily Route Report

**Merchandiser:** Tom Smith  
**Delivery Date:** Tue 6-6-2006  
**Route #:** 101

### Check out Time:
- 6:26 AM

### Unload Qty:
- 0

### Load Rack Qty Full:
- 5

### Load Rack Qty Empty:
- 1

### Load Matches Schedule:
- Yes

### Load Note:

### Load Matches Schedule:
- Yes

### Load Note:

<table>
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<th>Stop #</th>
<th>Store #</th>
<th>Mileage</th>
<th>Ordered</th>
<th>Stock</th>
<th>Inventory</th>
<th>Credit</th>
<th>Leave Store</th>
<th>Hours Traveled</th>
<th>Miles Per Hr</th>
<th>Hours Stock</th>
<th><strong>Plants Per Hr</strong></th>
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</table>

### Route Totals:
- 101 miles
- 900 hours
- 2427 plants
- 2.58 hours
- 3.47 hours

### Check In Time:
- 3:29 PM

### Unload Qty:
- 6

### Load Rack Qty Full:
- 5

### Load Rack Qty Empty:
- 1

### Load Matches Schedule:
- Yes

### Load Note:

### Load Matches Schedule:
- Yes

### Load Note:

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<th>Total Hours Worked:</th>
<th>Total Miles Driven:</th>
<th>Total Hours Driven:</th>
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<tbody>
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<td>138</td>
<td>4.23</td>
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</tbody>
</table>
How We Market
Our Product
Customers: The Home Depot and the Casual Gardener
Customer: The Home Depot

- Highest Quality
- Reliable Merchandising
- Value Added Proposition
  (“FL Friendly”)
Brand Recognition

• Point of Purchase information
• Containers, banners, advertising
• The Web (Web site, blog, Facebook, Twitter, RSS Feed)
Completing the Circle
Composting
Composting

Compost is blended with:

- Coarse municipal yard waste compost
- Turf Pro™: 14 active Bacillus species & humates
- Minor elements
Composting – Mixing and Screening

Recycled Soil Supplies 35% of our Soil
Recycling – Pallets - Cardboard
Recycling – Unsold Pots and Plants

Recycling - Unsold Pots and Plants
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