

Kellogg Garden Products 2015 Kids' Baseball PSA Campaign

April - Contest Announcement

Hey kids, you can be honored as a Green Hero for your school and throw the first pitch of a game, right here! Just sign up for Kellogg Kids Club through <name of baseball team>, learn how to garden organically for a healthy planet, and submit a design for your school garden. If your design is the winner, Kellogg Garden Products will donate all the garden materials to your school. They'll help build the garden you designed, and host you, your classmates, and family at a very special game! Ask a <name of baseball team> staff member for more details on the Kellogg School Garden Contest.

April - NorCal

Here's a garden planning tip from Kellogg Garden Products: Did you know that flowers and veggies can work together like Kristoff and Sven? Sweet-smelling flowers with bright colors, like marigolds and beebalm, attract bees and butterflies that spread pollen from one plant to the next, helping them produce fruit for you to eat! To keep your flowers and veggies growing healthy and happy, give them G&B Organics Harvest Supreme – it breaks up hard soil and lets them wiggle their roots in rich organic nutrients. That's G&B Organics Harvest Supreme... this month only, Buy Three, Get One Free.

April – SoCal

Here's a springtime tip from Kellogg Garden Products: Did you know some seeds, like marigolds, poppies, spinach, and carrots, like to be planted right in the garden where they'll grow? So your very first job is to make sure your soil gives those seeds a jump-start! Add about two inches of Kellogg Garden Organics Topper to the soil and dig it in well. Topper has starter fertilizer to help your little seeds crack open their shells and send their green sprouts reaching toward the sun. That's Kellogg Garden Organics Topper, Buy Three, Get One Free, this month only.

May - NorCal

Here's a tip from Kellogg Garden Products: When you transplant baby seedlings, it's like moving them to a whole new neighborhood – they need lots of tender loving care to settle in! To keep them happy and green, mix about two inches of G&B Organics Harvest Supreme into your garden soil. Then plant your babies, and give them lots of water to help them stretch out their little green toes and feel at home. Harvest Supreme helps to keep the soil rich and crumbly and give your babies lots of nutrition to grow big and healthy! That's Kellogg Garden Organics GroMulch, Buy Three, Get One Free, this month only.

May - SoCal

Here's a tip from Kellogg Garden Products: To keep your garden looking good all summer long, plant flowers and veggies that are native to your area. Then, once you've planted your little darlings, don't forget to be a good plant parent and help them grow! Put about two inches of Kellogg Garden Organics Topper to give your baby seedlings the healthy food they need to grow tall and strong. With starter fertilizer and plenty of rich nutrients, Topper sets your plants off on the right foot – er, root!

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May Drought Tip

Here's a California Drought tip from Kellogg Garden Products: You know how a team works together to win the game? Well, plants can work together to survive dry times! For example, low squash plants with big leaves keep the soil cool and moist, while tall skinny corn stalks help bean plants grow up toward the sun. And the best way to keep your garden team strong is with *Kellogg Garden Organics GroMulch/ G&B Organics Soil Conditioner* ...all its rich organic ingredients feed those thirsty roots and keep water in the ground where your plants need it.

June -NorCal

Here's a tip from Kellogg Garden Products: Did you know that critters like worms and bugs are your plants' best friends? Yes indeed – and in a healthy garden these creepy-crawly slithery little guys are most active in the top few inches of soil! They wiggle around and make it crumbly, turning organic matter into food for your plants. You can keep your worms busy and happy by covering your garden with three inches of rich organic mulch. G&B Organics Soil Building Conditioner is perfect for this: it keeps your underground critters noshing happily for a gorgeous garden.

June – SoCal

Here's a special secret from Kellogg Garden: Did you know that plants are like people, with different likes and dislikes? Some, like spinach and cabbage, grow best in cool weather, and some, like tomatoes and peppers, grow best in hot weather. They also like different kinds of soil! So how can you help them all get along in your garden? Simple: all plants love to wiggle their roots in lots of organic matter....and Kellogg Organics Amend is one of their favorites! It helps soften hard soil to make sure your plants get plenty of water, and its rich organic material helps them develop strong, healthy roots that can slurp up every last bit of food to support delicious harvests.

June Drought Tip

Here's a California Drought tip from Kellogg Garden Products: Everybody thinks that dry times are a problem because of the rain that doesn't fall, right? Well, there's another, hidden part of the picture: some soil gets so hard during dry times that water runs right off without sinking in! And this is something you can prevent before the hot weather sets in - just water your garden well, then spread 3 inches of *Kellogg Garden Organics GroMulch/ G&B Organics Soil Conditioner* over your garden and hoe it in gently. It helps to hold the water, so that it sinks down to reach your little plants' roots and keep them green and healthy!

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July - NorCal

Here's a special tip from Kellogg Garden Products! After June 21, your plants start making the seeds for baby plants in their flowers and fruits. That's hard work! So how can you be a good plant grandparent? Give your plants at least 1 inch of water in a good deep watering, every week, and spread a couple of inches of G&B Organics Harvest Supreme over your garden and hoe it in gently.... Its rich organic material keeps the soil moist and helps nourish your plants to make lots of flowers and fruit!

July - SoCal

Here's Kellogg Garden Products with a special secret to boost your garden harvest! When the days start getting shorter after June 21, your flowers and veggies start to produce seeds for baby plants. They're extra-hungry around this time, so you need to make sure they get a steady supply of food and water! Be sure to give them at least 1 inch of water in a good deep watering, every week, and hoe Kellogg Garden Organics Amend Soil – gently! - into the first inch or so of your garden. It helps to break up hard soil to make sure your plants get plenty of water, and its rich organic material helps them develop strong, healthy roots that can slurp up every last bit of food to support delicious harvests!

July Drought Tip

Here's a California Drought Tip from Kellogg Garden Products! Everybody loves dancing in the sprinkler, right? But guess what: a lot of that water just disappears – poof! – into the hot summer air, and never lands on your plants at all! What can you do to make sure your garden gets the water it needs? Put down a drip hose wiggling its way all around your plants. The water will ooze out through its tiny holes and go straight to those thirsty roots....and if you've got a good 3-inch layer of *Kellogg Garden Organics GroMulch/ G&B Organics Soil Conditioner* on your garden, that water will stay in the ground where it belongs!

August - NorCal

Here's a tip from Kellogg Garden Products! Your garden is probably popping with flowers and veggies by now, right? Congratulations – you can be super-proud! But don't forget – when your plants are in peak production, they're still working hard, and need good food and water as much as ever. So make sure to spread a good 3-inch layer of G&B Organic Soil Conditioner over your garden to keep moisture in and discourage weed growth. Your plants will slurp up all those nutrients and reward you with months of flowers and veggies!

August - SoCal

Here's a tip from Kellogg Garden Products that's fun for you, too! When the weather is extra-hot, your plants may suffer from heat stress: their leaves get limp and wilted, and sometimes start curling up at the edges. So just after sunrise, or just before sunset, go out with a spray bottle of water and mist all the leaves (and why not cool off Mom or Dad, or yourself with a squirt or two?). Of course, if you have a 3-inch blanket of Kellogg Organics GroMulch on your garden, that will help keep your plants' roots nice and cool and help them stay healthy in the heat.

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August Drought Tip

Here's a California Drought Tip from Kellogg Garden Products! A lot of people talk about saving water in rain barrels - but what do you do when the rain stops falling? Here's one answer! Did you know that your central air conditioning system wastes hundreds of gallons of water every year? That is a lot of water - enough to fill several rain barrels! You can collect this water for your gardens and lawn: just ask a grownup to help you set up a pump and piping to go into a container outside. Then you'll always have a supply of water for your gardens - and if you have them covered with a 3-inch blanket of *Kellogg Garden Organics GroMulch/ G&B Organics Soil Conditioner*, it will help to keep that water in the soil where it belongs!

September - NorCal

Here's a surprise tip from Kellogg Garden Products: Believe it or not, even though your garden is probably still popping with summertime flowers and veggies, it's time to start preparing your wintertime garden! First take a long look: which of your hardworking babies are fading or dying back, and which are still producing? Say Goodbye and Thank You to the plants that are dying back, give them a hug, and pull them out for the compost. Now, dig in another blanket of fresh G&B Organics Harvest Supreme to prepare the soil for your cool-weather garden. the more you feed your soil with its rich organic nutrients, the better your plants will feed you!

September - SoCal:

Here's a tip from Kellogg Garden Products: Believe it or not, even though your garden is probably still popping with summertime flowers and veggies, it's time to start preparing your wintertime garden! First take a long look: which of your hardworking babies are fading or dying back, and which are still producing? Say Goodbye and Thank You to the plants that have finished blooming or producing fruit, give them a hug, and pull them out for the compost. Next, dig in a 2-inch layer of Kellogg Organics Topper. It'll help give a quick start to seeds for cool-weather crops like spinach, broccoli, kale, and cabbage.

September - Drought Tip

Here's a California Drought Tip from Kellogg Garden Products! When your city makes rules about the amount of water you can use on your garden, what do you do? Here's one answer! After you scrape your dirty dishes, rinse them in a basin of plain water with no soap before you put them in the dishwasher. Then take that basin of water outside - oops, don't slosh yourself! - and pour it gently on your plants. They'll love the foodie particles - that's extra compost - and if you have *Kellogg Garden Organics GroMulch/ G&B Organics Soil Conditioner* on your garden, it will help to keep the water locked in the soil where it belongs!