

February 22, 2024



Ferry-Morse 2024 Collection Spotlights Organic Seeds and New Plantlings Varieties

Over 100 Edible Seeds Now USDA-Certified Organic

NORTON, Mass.--(BUSINESS WIRE)-- [Ferry-Morse](#), one of the leading and oldest gardening seed brands in the United States, part of the Central Garden & Pet Company portfolio (NASDAQ: CENT) (NASDAQ: CENTA), has expanded its [Organic Seed](#) offerings in time for Spring planting season. Meeting consumer demand, Ferry-Morse has increased its online offering of USDA-certified Organic vegetable, fruit, and herb seeds so gardeners of all levels can enjoy homegrown produce while reaping the benefits of organic food.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20240222153747/en/>

Ferry-Morse has increased its online offering of USDA-certified Organic vegetable, fruit, and herb seeds so gardeners of all levels can enjoy homegrown produce while reaping the benefits of organic food. (Photo: Business Wire)

Like all Ferry-Morse seeds, the Organic Collection seeds are Non-GMO and Non-Neonic, which means

they are free of neonicotinoid chemicals, which are harmful to pollinators.

“As prices remain high at the grocery store, gardening remains a great way to save money and enjoy the freshest foods possible,” said Rebecca Sears, CMO & Resident Green Thumb for Ferry-Morse. “For those who prioritize organic choices, whether for their health or the environment, we’re excited to offer more choices than ever that leave our gardeners and their wallets feeling satisfied.”

Ferrymorse.com now features more than 100 Organic vegetable, fruit, and herb seed varieties, including:

- [Organic Sweet Basil](#) – a hardy variety perfect for adding a bit of sweetness and spice to a Caprese salad or a cheesy omelet.
- [Organic Brandywine Red Tomatoes](#) – an heirloom tomato plant that offers extremely tasty, large tomatoes that’ll add a sweet flavor to sandwiches, salsas, and soups.
- [Organic Dwarf Blue Curled Kale](#) – a versatile crop that’s easy to grow in spring or early fall. Sauté in olive oil and garlic for a tasty side dish, or air fry a few leaves to make fresh kale chips.
- [Organic Boston Pickling Cucumber](#) – a classic heirloom that, as the name suggests, is

perfect for homemade pickles. Enjoy slices of this crisp, juicy variety in any favorite salad recipe or as part of an epic barbecue spread.

- [Organic Coriander Cilantro](#) – a must-have herb that adds unique and complex flavor to many recipes, like garlic shrimp or grilled chicken with a fresh squeeze of lime.

Plantlings™ Collection Returns for 2024

Gardeners who prefer transplants can take advantage of Ferry-Morse's popular [Plantlings™ collection](#), back for the spring season. Gardeners can choose from over 100 varieties of vegetable, herb, fruit, flower, and indoor baby plants, which will be delivered straight from the Ferry-Morse nursery to their front doors beginning in March.

Plantlings have been started by Ferry-Morse's expert gardeners and arrive with strong, established root systems to empower consumers without the time or space needed for seed starting to grow thriving plants. Highlights from this season's collection include:

- [Snapdragon Twinny Peach PlantlingsPlus](#) – a stunning plant with butterfly-like flowers that offer a peachy hue and full, ruffled blooms.
- [Passion Fruit Lantana Plantlings](#) – a vibrant, pollinator-friendly flower that will endure high temperatures, humidity, and other challenging conditions.
- [Midnight Snack Tomato Plantlings](#) – a snackable cherry tomato variety that can be enjoyed straight off the vine, in your favorite pasta recipe, or on a slice of avocado toast. When exposed to sunlight, these tomatoes display a blushing of black-purple on their skin – perfect for dipping your toe into goth gardening this year.
- [Philodendron Cordatum Heartleaf Plantlings](#) – a charming, low-maintenance houseplant that offers trailing vines of heart-shaped, glossy leaves. Enjoy its vibrant green foliage in a hanging basket or admire them on a shelf amongst your favorite mementos.

Also returning this year are Ferry-Morse's [Plantlings Gardening Kits](#), which cover a range of culinary and floral themes to cater to gardeners' unique interests. New kits added to the collection include the [Hot Peppers Plantling Kit](#) and the [SunPatiens® Compact Forever Summer Mix](#) with shades that will complement any garden inspired by the color of the year: Peach Fuzz. Kits retail for \$39.99 to \$49.99 and include 12 baby plants.

Plantlings are available for pre-order on [ferrymorse.com](#) now and will begin shipping on March 13. Plantlings will be available through June or while supplies last, and all orders will be shipped two-day to ensure quality.

For more information about Ferry-Morse's organic seed and Plantlings collections, visit [ferrymorse.com](#).

About Ferry-Morse

Founded in 1856, Ferry-Morse is one of the oldest operating seed businesses in the United States and pioneered the practice of selling only fresh flower, herb, and vegetable seeds, packed for the current season. Along with our history comes a wealth of knowledge, innovations, and experience helping generations of gardeners. What has always been at the center of the Ferry-Morse brand are quality and integrity, including a dedication to only Non-GMO seeds. Ferry-Morse is part of the Green Garden Products family of brands, the leading

supplier of seed packets and seed starter products for flower and vegetable gardens in North America. Green Garden Products is owned by Central Garden & Pet. For more information, visit ferrymorse.com.

About Central Garden & Pet

Central Garden & Pet Company (NASDAQ: CENT) (NASDAQ: CENTA) understands that home is central to life and has proudly nurtured happy and healthy homes for over 40 years. With fiscal 2023 net sales of \$3.3 billion, Central is on a mission to lead the future of the Pet and Garden industries. The Company's innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier and communities grow stronger. Central is home to a leading portfolio of more than 65 high-quality brands including Amdro®, Aqueon®, Cadet®, Farnam®, Ferry-Morse®, Four Paws®, Kaytee®, K&H®, Nylabone® and Pennington®, strong manufacturing and distribution capabilities and a passionate, entrepreneurial growth culture. Central is based in Walnut Creek, California and has 6,700 employees across North America and Europe. Visit www.central.com to learn more.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20240222153747/en/>

Anna Bagliore

abagliore@360pr.plus

Source: Ferry-Morse