





From Our Family  
to Yours Since 1892.

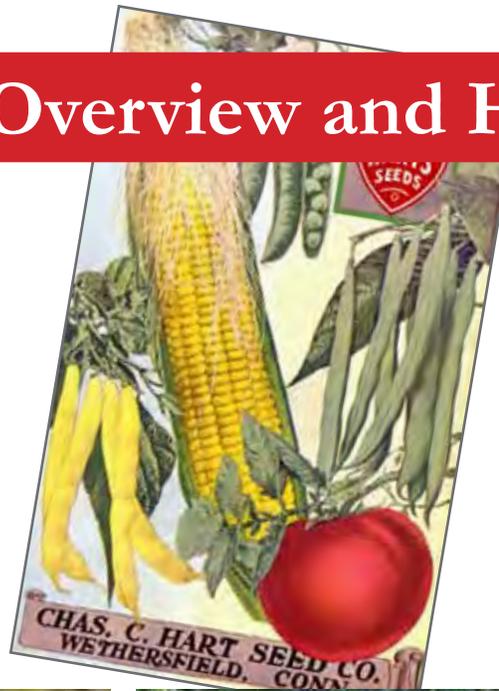
Hart's Seed is located in historic Wethersfield, Connecticut. We tailor our seed assortments specifically for your region and customer, ensuring that they will have gardens that flourish.



Contact your Hart Seed Representative and ask about our other regional products including bulk vegetable and flower seed, regional wildflower mixes, Hart's own packaged grass seed, custom labeled grass seed blends, and other garden related products. Check our website [www.hartseed.com](http://www.hartseed.com) or call 1-800-326-HART.



# Company Overview and History



In 1892, Mr. Charles C. Hart founded The Chas. C. Hart Seed Company in Wethersfield, Connecticut. The enterprise began in the Hart's kitchen and has grown over the years into a well-established fixture in the seed industry. Here in Old Wethersfield not much else has changed since those early days in 1892. Five generations later, the company is still run by the Harts. We still value the simple life, where we believe that the time and effort needed to produce a quality product is a worthwhile investment. Others have recognized the Hart Seed difference, and over the years we have become the trusted source for packaged seeds throughout the US.



The Hart name has become synonymous with the finest quality seed available. When your customers think seeds, they think of Hart's.

Hart's Seed.

A Tradition From Our Family to Yours  
Since 1892



The Chas. C. Hart Seed Co.  
304 Main Street  
Wethersfield, CT 06109  
800-326-HART  
Fax: 860-563-7221

[www.hartseed.com](http://www.hartseed.com)



Real Gardeners Plant Seeds



# Selling Hart's Seed Packets is risk-free!

## Sale or Return

Our 'Sale or Return' program is the best in the industry—we **GUARANTEE** you profits. This unique program eliminates the risk for the retailer. **ALL** unsold seed packets may be returned at the end of the season.

Here are some of the great features of our program:

- No Cash Outlay \*
- Pay Only For Unreturned Seed
- Pay At The End Of The Season
- We Pay Shipping Costs
- Guaranteed Profits
- Assortments Adjusted To Fit Your Sales
- Personal Service

## Outright Sale

Packet seeds are also available on an outright sale basis with an incredible **70%** profit margin.



Our sliding scale discount is based on the volume that you sell, **NOT** on your 'sell through percentage.' This means that you can keep your seed rack looking fresh and filled the entire season, without sacrificing your margin. You're guaranteed a profit, no matter what the weather.

We sell our seed packets  
**EXCLUSIVELY**  
to independent retailers.

Our packets are never sold to  
Big Box or Discount Stores.

Hart's also does not sell packets  
directly to the consumer  
through a catalog or our website.

Consumers can find you  
through our websites  
"Locate A Retailer" page.

**We do NOT compete  
with our retailers  
We Support Them!**



\* Pending credit approval

# GE Free!

Every year we receive letters, emails and calls wanting to know if Hart's seeds are free of "GMO's". We get these inquires because people have heard that GMO's are unsafe and they want to know that the food they grow from Hart's seed is safe for their family.

The use of the terms **GMO (Genetically Modified Organism)** and **GE (Genetically Engineered organism)** have been used interchangeably by the media, however they are not the same.

## What's the Difference?

### Genetically Modified Organism (GMO):

- Is a very broad term (see diagram below)
- Any living thing that has different DNA, no matter how slight, than its parent is a modified organism
- Happens in nature every day

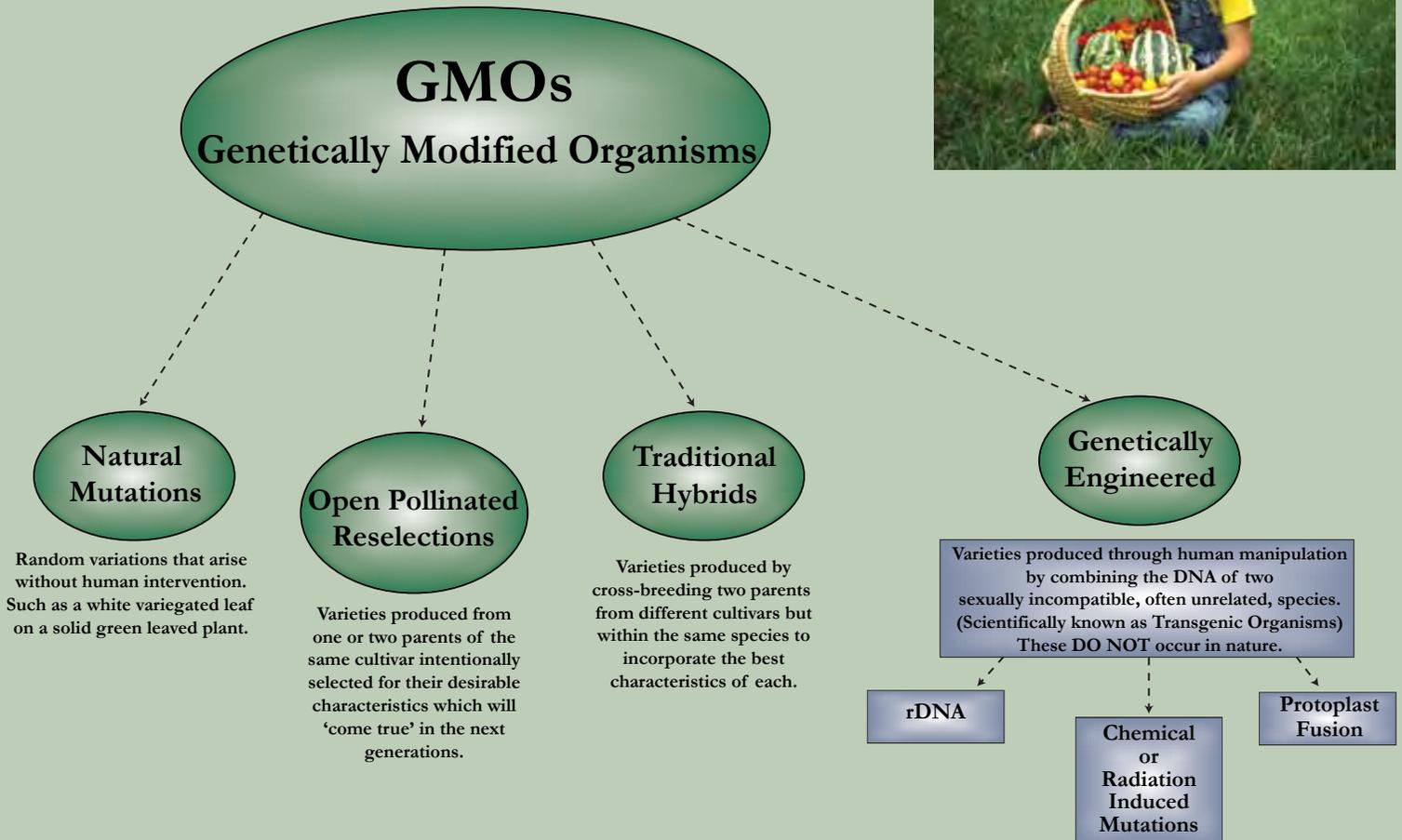
### Genetically Engineered Organism (GE):

- Bypasses the "mating" process entirely
- Often combines DNA from completely unrelated organisms (such as a bacterial pesticide or herbicide resistant protein)
- Can only happen in a laboratory

**The Hart Seed Co. does not distribute ANY seed that has been produced through genetic engineering. Period.**

**This is our promise.**

Go Beyond ~~GMO~~ To **GE Free**



# Floor Stand Displays



## Single Panel

Holds up to 1,000 packets  
22" wide X 16" deep



## Model S (2 pictured)

Holds up to 3,500 packets  
(combine sections for larger display)  
22" wide X 22" deep



## B Type Panel

Holds up to 1,000 packets  
22" wide X 14" deep

Your customers know the **Heart**, and the quality seed it represents at down to earth prices.



**Eye-catching display headers** invite your customers to believe in the possibilities... Real Gardeners DO Plant Seeds, and can have success using quality Hart's Seed.

# Rotary Displays

Fast reorder service  
shipped the same day.

9 price points  
Over 300 varieties  
Each with a unique UPC



**Model 2R**  
Holds up to 2,000 packets  
28" diameter



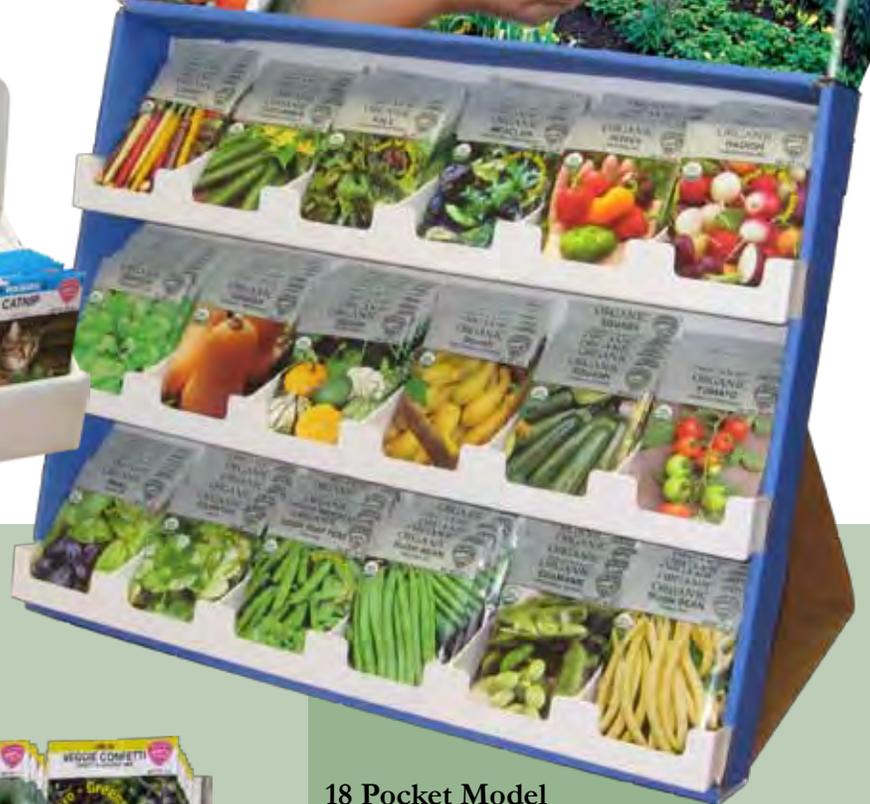
**Model 3R**  
Holds up to 3,500 packets  
28" diameter



**Model 4R**  
Holds up to 5,000 packets  
36" diameter



# Counter Top Displays



## 4 Pocket Model

Holds up to 100 packets  
15" wide X 4 1/2" deep X  
5" tall

## 18 Pocket Model

Holds up to 400 packets  
22" wide X 13" deep X  
28" tall with display header or  
18" tall without display header



## 12 Pocket Model

Holds up to 250 packets  
15 1/2" wide X 10" deep X  
13 1/2" tall

Complement your full size display with a variety of appealing specialty racks. Available in many combinations and collections, each one is perfect to encourage impulse sales throughout the year.

# Seed Packet Collections

We have been gardeners, seed producers and seed suppliers for over 100 years. Every vegetable variety we offer has been selected for taste and proven to be the best when it comes to production and disease resistance for the home gardener or professional grower. To ensure your customers success, all our seed is germination tested every few months by nationally certified independent laboratories. Only the highest quality seed available carries the



Signature Selling Point

Accurate full color Photos or Historical Lithographs

Color coded packets make it easy to locate each collection in the display.

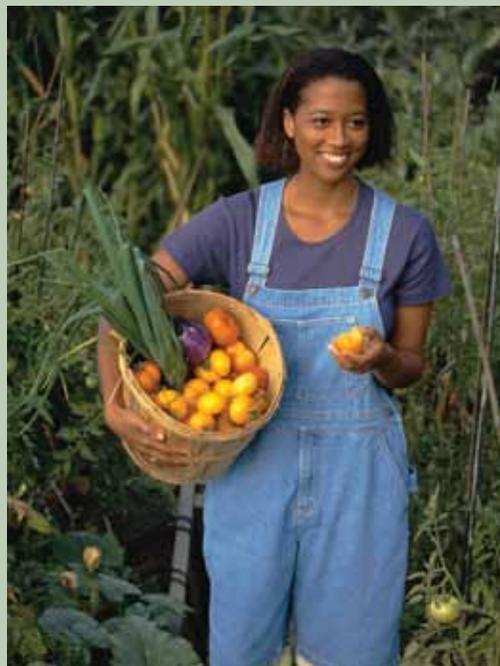
UPC by Variety

Clean, classic packet design with complete, easy to understand planting instructions.

GE FREE Promise

## Available Collections:

- Edible Flowers
- Totally Tomatoes
- Organics Only
- Perfect Patio Producers
- Simply Salad
- Cut Flowers
- Veggie Confetti (Microgreens)
- Sunflowers
- Italian Favorites
- HERBS!
- Wildflowers



## Available Collections:

- Fall Planting
- Heritage
- Climbers
- Southern Choice
- Butterfly Pleasers
- Favorite Fragrants
- Best for Beneficials
- Perennial Perfections
- Oriental Veggies
- EZ from Seed
- "Now's The Time"

# Heritage Collection

*In generations past...  
vegetables, herbs and flowers  
were selected and grown from year to year for  
exceptional taste, fragrance and usefulness.*



*Authentic reproductions of  
turn-of-the-century packets.  
Including original lithographs.*

circa 1902

*Detailed historical information,  
growth habit and culture.  
Accurate and easy to understand.*



The Hart family has dug deep into their own gardening heritage by providing today's gardeners with the best heirloom varieties.

Each package is a true reproduction of Hart's original seed packages including historical lithographs.



1941 - Wes Hart in a field of peas

# Organic Collection

## A few words about Our Organic Roots in the Seed Industry



When The Hart Seed Company was founded in 1892,  
ALL seed was organic - there was nothing else.

From the very beginning, our farms in Maine and Connecticut produced much of the seed we offered for sale. Over the years we have contracted with growers to produce seed which meets the needs of our demanding family, farmers and gardeners;

untreated, weed free, with a germination percentage which far exceeds the “federal standard”.

Today, all of the garden seed we offer must still meet every one of those standards, plus we’ve made a commitment NOT to sell ANY seed that has been produced through genetic engineering.

### The GE Free Promise

In 2015, we began offering certified organic varieties in retail packets  
These varieties were chosen because they offer many ways to enjoy them:



Sprouts & Shoots!



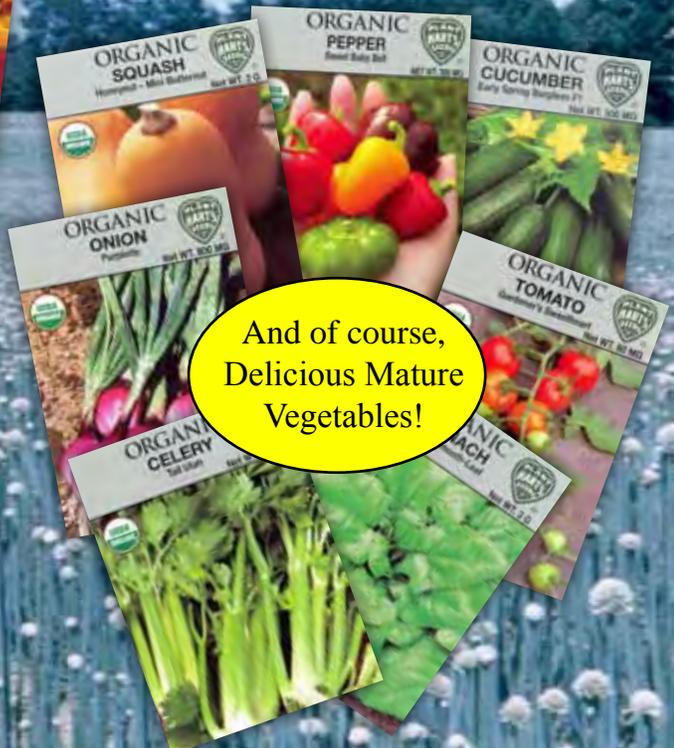
Edible Flowers!



Micro-greens!



Juice!



And of course,  
Delicious Mature  
Vegetables!



Look for the Green Heart

# Think Outside the "Packet"



With Harts Seed you really can think outside the "packet". We are a full-line seed company providing seed for farmers, market gardeners, community gardens, landscape contractors and botanic gardens.



We even offer bulk seed for the 'Scoop and Weigh' retailer

Some families still plant large gardens. For those customers we offer our most popular varieties in larger sizes. Ask about our 1/2 ounce and 1/2 pound size packages.



# Wildflowers

## Meadow Blends & 100% Wildflower Mixes

Retail packets, 1oz, 2oz, 4oz,  
8oz, 1 pound or bulk

We can meet your needs



Bee one in a Million

We support the challenge!

[www.millionpollinatorgardens.org](http://www.millionpollinatorgardens.org)



# Families helping Families

At the end of every season, when the unsold seed is returned, customers ask:  
“What happens to the ‘old’ seed?”



From the very beginning, the Hart family has been involved in supporting the community. For generations, unsold seed packets have been donated to those in need. Grow a Row, school projects, food banks, church missions and many other charitable organizations are all eligible to receive surplus seed packets.



**Now you know where those packets go!**

For more information, visit [www.hartseed.com/about-us/donations](http://www.hartseed.com/about-us/donations)

Contact your Hart's  
Seed representative for  
more information about  
our other garden related  
products.



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