

Front Lines

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All Sorts of New from Espoma

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The organic fertilizer company Espoma has several new things—people, products and such—to tell you about. First, the family-owned company has just announced its fifth generation has joined the business! Jordan Brunner joins the marketing team after building her skills at JPMorgan.

“Welcoming the fifth generation into Espoma is a proud moment for our family and for the future of this company,” said Jeremy Brunner, President of The

Espoma Company, in a press release. “Jordan is starting to learn the business and the industry, and we couldn’t be more excited to have her on board.”

Espoma also has five new products available for 2027, all of which meet growing consumer demand across several key gardening categories:

Houseplant Mix: A rich, lightweight organic soil blend enhanced with earthworm castings and mycorrhizae, available in a convenient 8-qt. bag Earthworm Castings: A new larger 16 qt. size of this popular product Citrus! Plant Food:

An 8-oz. liquid concentrate returns packed with natural proteins and beneficial microbes and is a great add-on sale for tropical plants Lawn Starter: A smaller 6.75 lb. size fertilizer covers up to 675 sq. ft. and provides customers with a true organic option for establishing new lawns from seed or sod Berry-tone: One of the company’s fastest-growing fertilizers now has an 8 lb. size that gives retailers an additional price point to the existing 4 lb. and 18 lb. sizes.

But, wait, there’s more! Espoma also redesigned its website this year, bringing its consumer and dealer resource sites together under one domain at [Espoma.com](https://www.espoma.com). The new platform gives dealers direct access to a dedicated Dealer Portal featuring marketing materials, product information, merchandising resources and account support in one convenient location. By combining both experiences into a single destination, the website delivers a more seamless and efficient experience for dealers and consumers alike. **GP**