

## The Update

Well, it all started with you [Jesse Kornbluth]. Your article, presented in the venue of the great **Huffington Post**, gave the story legs and a credibility it would otherwise have never enjoyed. The orders began to flow at about one per minute for the next 72 hours. They came from all over the continental United States, two from England, one from Puerto Rico, several (not sure of the number) from Canada. Interestingly to me, they came from all age groups and genders and curiously, from BOTH democrats and republicans (I could tell this by the rest of the remarks in their comments).

Near the end of the week of September 5<sup>th</sup> we activated an online account for donations through a website called [www.chipin.com](http://www.chipin.com). We had initially been referred to another website, kickstarter.com, but our project was not appropriate for the kickstarter venue and we were turned down.

The weekend of September 10-11, the orders started to ease, but our facebook genius, Christin, was contacting organizations like John Deere, ABC News, Oprah, etc. and our Fabulous Beekman Boys were lighting up TreeHugger and Planet Green. [Mr.BrownThumb](#), a very popular Chicago-based blogger, made several posts, **and during that weekend, on the Mike Nowak Radio Show in Chicago, I was invited to give an interview. By Monday, the order rate was again at about 1 per minute. Mike's outreach to the Chicago community was impressive and sustained itself for almost 10 days.**

On Thursday, September 15<sup>th</sup>, The Dallas Morning News, printed an article about the Landreth situation, the York Dispatch printed an article on Friday, September 16<sup>th</sup>, Monica Milla wrote an article for the Ann Arbor paper and garden writers throughout the country wrote columns in town newspapers. I spent 9/14-9/18 in South Dakota at the South Dakota Master Gardeners' State Conference and was fortunate to walk away with more than 200 catalog orders from that event and associated activities.

Christin had been doing her magic with organizations. She had Cargill, Tractor Supply, WSJ Small Business, Sunset Magazine, FarmAid, Whole Foods, The Sierra Club, National Trust for Historic Preservation, Local Harvest, Mother Earth News, NPR, Organic Gardening Magazine, Martha Stewart, Margaret Roach and The American Horticultural Society 'liking' the project.

During the week of September 21<sup>st</sup> some major events took place. On Friday, September 23<sup>rd</sup> NPR aired an interview on Living on Earth and on Sunday, September 24<sup>th</sup>, The Philadelphia Inquirer published a story about Landreth. These events plus the fact that the company was represented at The Mother Earth News Fair, the Pennsylvania Horticultural Society's Fall Festival and the Sharon Springs Harvest Festival created a sure in order activity.

Below is the comparison for facebook activity throughout the past month.

Category	9/6	9/14	9/20	9/26
Monthly Active Users	1301	3024	4538	6509
# of Likes	798	1788	2128	3189
Wall Posts	396	850	940	1138
Visits	3149	4934	2653	4428

Most of the orders (more than 80%) were either for more than 1 catalog or a catalog and other product. I do not have firm numbers right now, but it looks like the average order size was about \$20.00.

We have only had 2 organizations place a bulk order for catalogs for their constituents. This has been the only disappointment in this effort and it has proven to be a real impediment to driving the numbers substantially higher. We currently have one order for 100 catalogs and one order for 60 catalogs. The catalog would make a great giveaway for any of the audience driven TV shows like Rachel Ray, Martha Stewart, Emeril, etc.

I believe, but I do not know, that we have made enough progress, that we can buy our selves another 60 days. We'll see. We have been selling catalogs one person at a time throughout America. I told you at the start that I have always felt this was America's company. This process has been uniquely American and if it succeeds, it is beginning to look like it will be exclusively American.