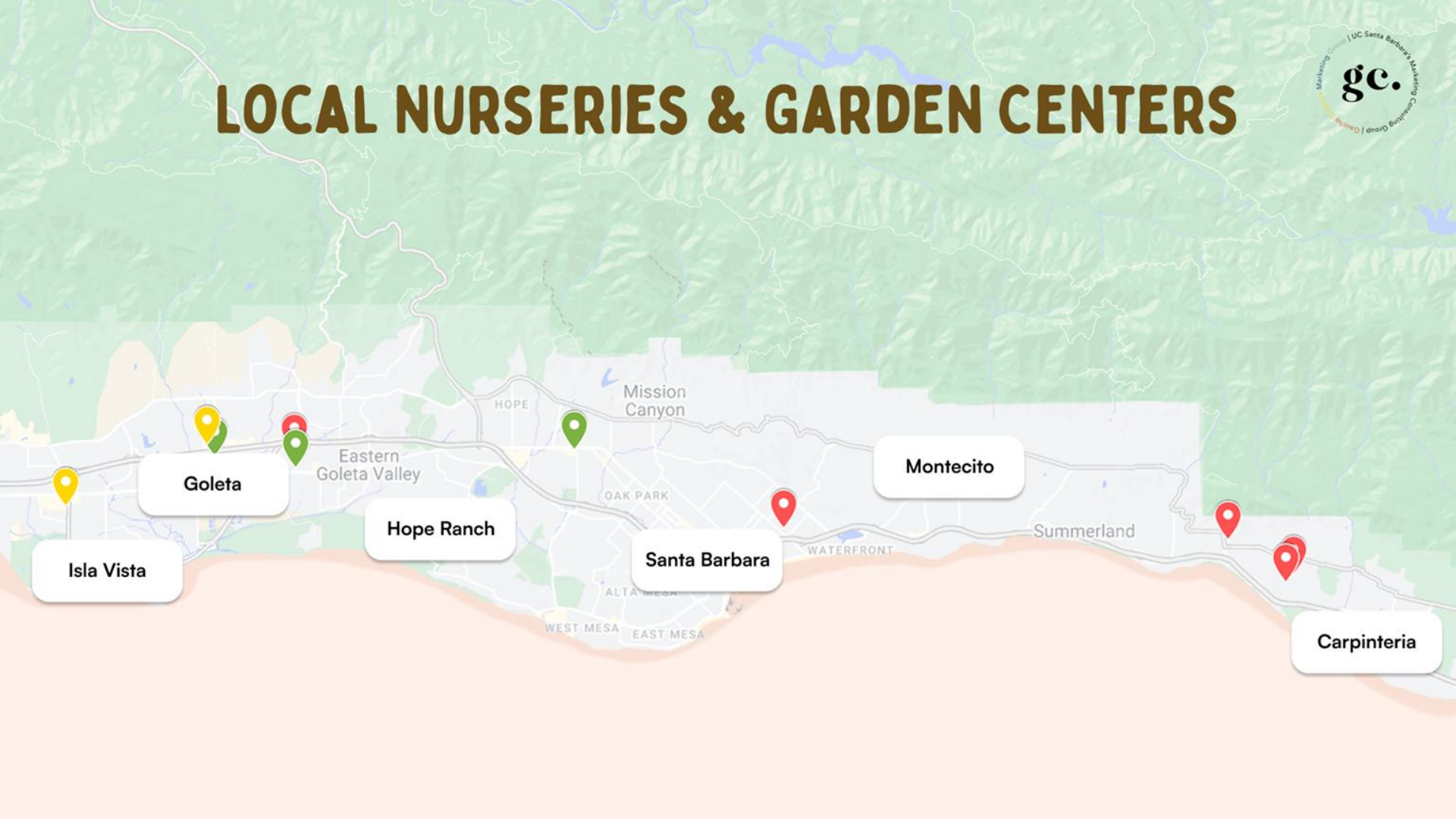


LOCAL NURSERIES & GARDEN CENTERS



Goleta

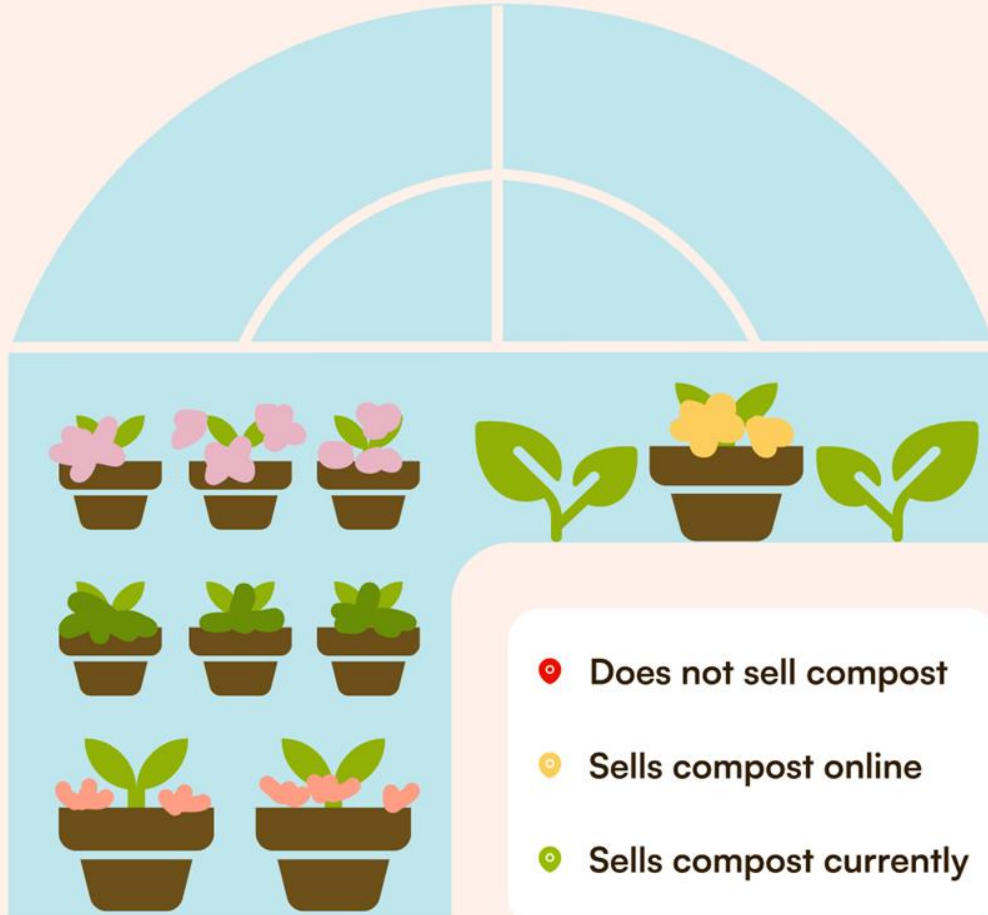
Isla Vista

Hope Ranch

Santa Barbara

Montecito

Carpinteria



- Does not sell compost
- Sells compost online
- Sells compost currently

Island View Nursery

Pro Garden Supply

7 Day Nursery

Jimenez Nursery

Suncoast Nursery

Island Seed & Feed

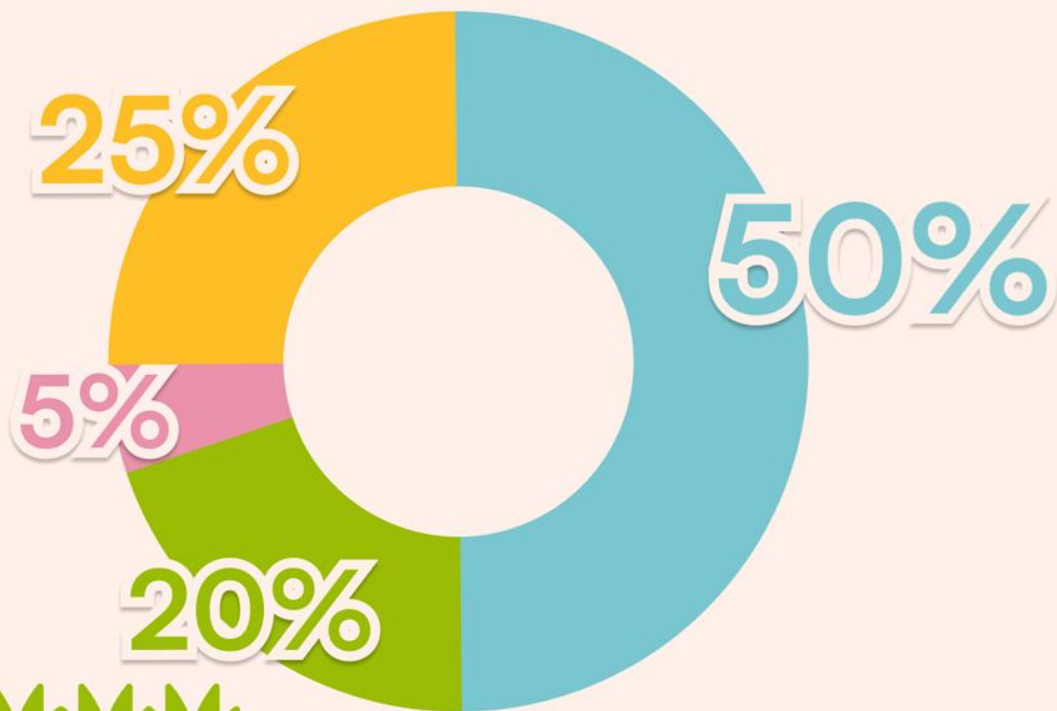
Terra Sol Garden Center

La Sumida Nursery

Home Depot Garden Center

Miner's Ace Hardware

THE IMPORTANCE OF NURSERIES & GARDEN CENTERS



Q.12: Where do you usually purchase compost?

-  Garden center or Nursery
-  Hardware Store
-  Farmer's Market
-  Other (please specify)

COMPETITIVE LANDSCAPE RESEARCH

Store	Area Served	Compost offered?	Top selling compost/soil blend	Compost/Soil Price per Cubic Foot	Notes
Island Seed & Feed	Goleta	Yes	E.B. Stone Organics Organic Compost	\$8/ft ³	Offers widest variety of in-store compost products across all local stores researched
La Sumida Nursery	Goleta	Yes	Malibu Compost Bu's Blend Compost	\$24.99/ft ³	Benefits as largest and oldest nursery in Santa Barbara
7 Day Nursery	Hope Ranch	Yes	Seacoast Compost Redefining Compost	\$25.99/ft ³	Best positioned nursery to serve Hope Ranch area customers
Home Depot Garden Center	Isla Vista	Online only	Super Compost Soil Blend	\$63.81/ft ³	Sells generic compost in bulk at low prices per cubic foot, but only online and in high quantities (5yd)
Pro Garden Supply	Downtown Santa Barbara & Montecito	No	Fox Farm Happy Frog Soil	\$9.00/ft	Best positioned nursery to serve Montecito and downtown area customers
Jimenez Nursery	Carpinteria	No	G&B Organics Soil Building Conditioner	\$7.99/ft ³	Offers landscaping services, possible lucrative B2B client

COMPETITIVE LANDSCAPE TAKEAWAYS

Most compost products are in the **\$20-30 range for 1 cubic foot** with few outliers being considerably cheaper or more expensive.

The Montecito area is **critically underserved** given that there are no nurseries or garden centers in its vicinity. Additionally, those nearest do not stock compost.

More expensive blends can be successful. Home Depot and Amazon's top offerings prove that **product performance in a competitive market is not always down to than pricing alone.**

