

# YOUR ESSENTIAL SEEDS

## SEED SELECTION

AATROC'S ESSENTIAL SEEDS have been hand-selected<sup>1</sup> from thousands of varieties of seeds. These varieties were, and are, reviewed and judged against several criteria, including:

- ★ **ADAPTABILITY:** to a wide variety of growing conditions, including short season climates
- ★ **EASE OF GROWTH:** each variety has been grown in numerous test gardens to ensure success – from the first time gardener to the seasoned veteran
- ★ **OPEN-POLLINATED (NON-HYBRID):** the critical nature of these seeds is that they “breed true” – meaning you can harvest seed from YOUR garden at season’s end and store them for a future garden, *and repetition of the cycle*. Most seeds today are Hybrid seeds and will not produce “like” seeds capable of producing future gardens.
- ★ **CURRENT SEASON SEEDS:** your seeds are this year’s seeds and are packed upon receipt of the order so that your seeds are fresh inventory.
- ★ **NUTRITIONALLY DENSE:** our goal is to produce a garden that would provide as much nutrition per square foot as possible for your family and friends.

*<sup>1</sup>MV's degreed horticulturist with more than 40 years of experience, in conjunction with one of the nation's leading agricultural universities, has focused on these varieties to ensure that they will provide the greatest opportunity for a successful garden when you need it most.*

## PROPRIETARY SEED PREPARATION

You need to know that your ESSENTIAL SEEDS will grow when you need them to. All seeds are living organisms and will eventually die, but with proper and diligent preparation and storage their lives can be extended. To ensure the highest quality seeds that will be ready when you need them, we:

- ★ **CUTTING EDGE SEED ARCHIVING TECHNOLOGY:** we have met with the National Seed Storage Laboratory to confirm and ensure our processes are, and remain, leading edge. (Exceeds Federal Seed Act rules and regulations.)
- ★ **CONTINUED LAB EVALUATION:** MV maintains an in house laboratory to independently test and verify every seed lot, and retest at regular intervals to ensure our seeds meet our high standards for germination rates. Storage Seeds have been tested since 1998 to test and improve our process; we believe MV has the most extensive testing history in the industry.
- ★ **MOISTURE CONTENT CONTROL:** seed moisture content is the most vital parameter, which influence the seed quality and storage life of the seed. Seed moisture content is closely associated with several aspects of physiological seed quality. Our state-of-the-art equipment ensures the optimum moisture content for variety specific increased storage life.
- ★ **PROTECTIVE PACKAGING:** Mylar puncture resistant packets are used to provide a barrier to air/oxygen, UV light, moisture creating the best environment for your seeds. Heat sealed packets do include a E-Z lock feature that allows you to reseal your garden seeds.

† *For every decrease of 1 percent in seed moisture content the life of the seed is doubled.*

† *For every decrease of 5° in storage temperature the life of the seed is doubled.*