

# Coast of Maine®

## Who We Are

Coast of Maine Organic Products was founded in 1996 with the simple idea that a healthy planet needs healthy soil to sustain life. From this idea, a love of gardening and a commitment to sustainable practices, Coast of Maine Organic Products has grown to offer what we believe are the most unique and effective organic gardening products available. Our organically approved, compost-based soils, enriching mulches, soil supplements and liquid fertilizers are designed to enhance and support healthy soil biology. We compost residuals sourced locally in Maine and New Brunswick, such as shellfish (lobster & crab), salmon, wild blueberries, and cow manure. Additional local ingredients include: tree bark, worm castings, and seaweed. Coast of Maine distributes organic retail bagged goods to independent garden centers along the Northeast, Mid-Atlantic, and parts of the Mid-West.



## Our Bags

Artwork designed by Maine artist, Eric Hopkins. Known for his intimate study of nature, Eric captures the dynamic forces and rhythms of the natural world in watercolors, oils, blown glass, mixed media, and photography. His vision focuses on geological and geographical forms, and the exchange of energy between Earth, Water, and Sky.



Eric Hopkin's gallery is located in Rockland, Maine.  
[www.EricHopkins.com](http://www.EricHopkins.com)





# Coast of Maine®

## Who We Strive To Be...

### Vision

To Be The Most Trusted Partner to Professionals and Homeowners Who, Like Us, Believe that Authentically Natural & Organic Growing, Garden and Lawn Products Play a Critical Role in the Health of Our Communities and the Living Planet that we Share.



Coast of Maine's Core Values

### Mission

To become the preferred national brand of natural & organic growing, gardening and lawn care products and services.

We will use our portfolio of brands and work with talented like-minded people to support the quality and safety focused professional and homeowner via the best products and services available. By focusing on building strong relationships with our team members, customers and business partners, delivering consistently high quality products and understanding the needs of the end-users we will ensure profitable success for our ourselves and our stakeholders while contributing to sustaining our communities and living planet.

# Our Team

Coast of Maine Organic Products  
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(207) 879-1197  
[www.coastofmaine.com](http://www.coastofmaine.com)



**Sid Malone**  
President



**Carlos Quijano**  
Founder &  
Chairman



**Jon Cryer**  
Chief Financial &  
Administrative



**Anita Dafonte**  
Senior  
Sales Manager



**Rich Stryker**  
Vice President of  
Sales & Customer  
Development



**Sue Lavallee**  
Regional  
Sales Manager



**Cameron Bonsey**  
Vice President of  
Marketing



**Peter Bottomley**  
Regional  
Sales Manager



**Felicia Newman**  
Director of Operations  
Planning, Product  
Development & Quality



**Mary Post**  
Marketing Manager  
Creative/Graphic Designer

## Media/Press Contact:

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## Media/Creative Contact:

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# Growing Good

*"To plant a garden is to believe in tomorrow"*  
-Audrey Hepburn

At Coast of Maine, we believe in supporting education, local retailers, and empowering students to make healthy physical, emotional and environmental choices. Our signature campaign **"Growing Good,"** has helped us to do just that. Instead of a monetary donation, Coast of Maine donates up to 10 bags of Coast of Maine products to school garden programs all across New England.

*"Our donation helps fund the school's program and brings the local retailer closer to the community. It also serves and acts as a seed starter for the kid's lifelong love of gardening, health and the environment. In short, we all win."*  
- Cameron Bonsey, Director of Marketing



**In 2018, Coast of Maine donated over \$10,000 dollars worth of organic soil/compost to local schools!**

## Where To Find Our Products

Not sold in "big box" stores! Coast of Maine proudly supports the local garden centers and retailers. It has long been the philosophy of the Coast of Maine brand that our locally made products should be sold by local independent retailers / garden centers that feed the local economy. Independent garden centers/retailers specialize in gardening. They provide a level of superior knowledge, customer service and community support that the big-box/mass retail stores just can't match.

Coast of Maine organic products are available at independent garden centers and local retailers across the East Coast, from Maine through the Mid-Atlantic and parts of the Mid-West.

