



## Company Fact Sheet

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<b>Company Principals</b>	Catherine Hoffmann, Co-founder Martin Walls, Co-founder
<b>Company History</b>	<p>A family-owned and -operated business founded in 1996 in San Marcos, Calif., Bell Rock Growers was formed after co-founder Catherine Hoffmann first discovered the Power of Green Nutrition at a wellness retreat. At the heart of her experience was the use of one simple, yet incredibly nutrient-rich plant – wheat grass. Hoffmann and co-founder Marty Walls began producing the pet product industry’s first nationally distributed live wheat grass, called Pet Grass®, and live catnip when they realized the parallel health benefits of green nutrition for pets. The company has since extended the Pet Greens® product line to include dog and cat treats and an earth-friendly therapeutic grooming line, all made with nutrient-rich wheat grass.</p>
<b>Quality Standards</b>	<p>Bell Rock Growers is a certified organic grower of wheat grass for pets. The company is a member of the California Certified Organic Farmers, a USDA accredited certifier.</p> <p>As a family-owned and -operated company, we personally manage the Bell Rock Growers farm to ensure the strictest quality standards and provide the finest wheat grass and catnip products available today.</p> <p>Everything we grow at Bell Rock Growers starts with top quality seed, carefully germinated and cultivated in custom-blended soil to enhance nutrients and taste. Energized with fresh water and the powerful rays of the sun, our seed sprouts into one of the finest sources of antioxidant vitamins, minerals and other nutrients for pets.</p>
<b>Products</b>	<p>Bell Rock Growers’ family of Pet Greens® products, Powered with Green Nutrition® includes:</p> <ul style="list-style-type: none"><li>• Pet Greens® Live Pet Grass® &amp; Live Catnip</li><li>• Pet Greens® Treats – Five varieties: Wild Savory Salmon, Roasted Chicken and Deep Sea Tuna semi-moist treats for cats; Roasted Chicken and Savory Beef jerky-style treats for dogs.</li><li>• Pet Greens® Garden self-grow wheat grass kits</li><li>• Pet Greens® Dried Catnip Buds</li><li>• Pet Greens® Earth Friendly Wheat Grass Grooming Line for dogs.</li></ul>
<b>Retail Outlets</b>	<p>Bell Rock Growers products are available at Petco, PetSmart, Pet Supplies Plus, Pet Supermarket and other pet product specialty stores nationwide. For more information or to locate a store in your area, visit <a href="http://www.bellrockgrowers.com">www.bellrockgrowers.com</a>.</p>
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