

Local company cultivates expansion

LOCAL: TerraLife, Inc. will distribute Jim Zamzow's Save-a-Tree fertilizer nationally, expects sales to double in 2008

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NAMPA – A gardening product with Idaho roots is growing into markets across the U.S. – and its sales could double as a result.

Nampa-based TerraLife, Inc., is distributing its Save-a-Tree product in 23 Texas retail stores – operated by Calloway's Nursery, Inc. and Cornelius Nursery, Inc. Jos Zamzow, vice president of Terra-Life, said the company also has located a product distributor in Cleveland to expand into Midwestern and eastern markets.

Jos' father, Jim Zamzow, developed Save-a-Tree a-



bout 20 years ago when he found that mineral depletion in the soil was affecting the health of trees. Currently the product is sold in local Zamzows stores under the Thrive label.

It has a sugar cane molasses base and also includes nitrogen, phosphate and sulfur. The product also has secret components.

It includes "just about everything that Dad's research has shown to be beneficial to plants," Jos said.

TerraLife's sister company,

TerraLife, Inc.'s Save-a-Tree product is being distributed in 23 Texas retail stores. The Nampa-based company also has located a product distributor in Cleveland, Ohio, to expand into Midwestern and eastern markets.

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Dynamite Marketing, has been in business since 1982. However, the Terra-Life, Inc., division was started about six years ago.

Jim Zamzow is the owner, while daughter Callie Novak and son Jos are the vice presidents.

"We manufacture a lot of the products for Zamzows, and we do a fair amount of the research and development," Jos said.

"It's a great partnership because Zamzows expertise is in retail and TerraLife's ex-

pertise is in product development."

Annual sales for TerraLife, Inc. and Dynamite Marketing totaled \$12 million in 2007, Jos said, adding that the company's Calloway Nursery, Inc., account, which it obtained in November, is 2 ½ times larger than its Zamzows account. Jos expects TerraLife's sales to double in 2008.

The product is already distributed by three major nursery suppliers: L&L in Fremont, Calif., Gardenwise in Salt Lake City; and Jensen Distributing Services in Spokane, Wash. Other customers include Portland-based United Pipe & Supply and C-A-L Ranch stores in eastern Idaho and Utah.

If sales double this year, Jos said the company will probably need to hire between 12 and 15 new employees for "every facet of the business," including shipping, accounting, packaging, manufacturing and procurement.

"I think especially right now, when the economy is down, people like to hear about com-

panies growing through it," Jos said.

TerraLife's increased product distribution led the company to create a production manager position. Jos said he also hopes increased sales will allow the company to keep its five seasonal employees working year round. TerraLife also employs 26 full-time workers.

Despite the company's expanded product distribution, Jos said it doesn't have plans to market to chains such as Home Depot, Lowes and Wal-Mart.

"We understand the independent garden center market and that is where our focus is," he said, adding that about six years ago, TerraLife started test marketing Save-a-Tree in Idaho Falls, Pocatello, Twin Falls and Spokane, Wash.

"When the product grew faster in Idaho Falls and Pocatello than it did here (compared to its first three years in the Treasure Valley), we knew we really had something that could go national," he said.