

Project: KELLOGG23002g - Email - Newsletter - JULY (for AUG)

Client: Kellogg Garden Products

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**Subject:** Summer Heat, Cool Vegetables 🌱

- Summer Heat, Cool Vegetables 🌱 Zones 1-3
- Summer Heat, Cool Vegetables 🌱 Zones 4-5
- Summer Heat, Cool Vegetables 🌱 Zones 6-8
- Summer Heat, Cool Vegetables 🌱 Zones 9-11

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Planting Zone Specific Checklists for August — Linked at the Top of the Email clearly.

Planting ahead of cool season: Know what to plant and when to plant it

Try our free August Gardening Checklist for your specific planting zone below!

[Find your Planting Zone](#)

[Zones 1-3](#)

[Zones 4-5](#)

[Zones 6-8](#)

[Zones 9-10](#)

## [H1] Coming Soon: Cool Season Veggies

Fall will be here before you know it. And that means it's time for cool-season vegetables like carrots and lettuce to thrive!

But planning so far ahead can get overwhelming fast. When should your plants reach maturity? When should they be planted so they reach maturity at the right time?

We can help! Our vegetable planting charts include information on growing over 40 veggies from seed starting to harvesting, organized by planting zone.

Download the guide for free to kick off your cool veggies with confidence!

[Button: [Get Vegetable Planting Charts](#)]

## [H1] Important Dates this Month

- 8/3 | National Watermelon Day: Juicy smiles all around for the favorite giant fruit!
- 8/19 | National Honey Bee Day: Keep on planting flowers, and enjoy your garden with the pollinators!
- 8/24 | National Peach Pie Day: Time to break out your baking skills!
- 8/31: National Diatomaceous Earth Day: Celebrate our favorite tool for Earth-friendly pest control!

## [H1] The Heat Continues!

Summer climates are in full swing, and you're hard at work in your gardens, making sure your plants have everything they need to beat the heat.

And it doesn't need to be guesswork! With this summer garden checklist, you have everything YOU need for hot-weather gardening in your zone.

So enjoy the warmth, and check out our checklist for all the August planting tips.

[Button: [Download the August Checklist](#)]

## [H1] Healthy Soil Checkup

You have perfect soil in your backyard, right? Not too much sand, not too much clay...

Probably not, but that's okay! No matter what type of soil you have, there's plenty you can do to improve its health:

- Avoid using chemicals to encourage beneficial insects and microorganisms.
- Amend your soil with organic matter to improve the soil structure and add nutrients.
- Rotate your crops to preserve your soil's nutrients year after year.

Learn about these tips and more on our healthy soil blog!

[Button: [Read How to Help Your Soil](#)]

## [H1] Going Organic – Fertilizer Edition

Are we there yet? Are we there yet?

This may be how you feel waiting for your organic fertilizer to kick in – but don't worry! It's normal. Organic fertilizers take time to break down.

With that in mind, it's a great idea to add fertilizer as you dig spots for your plants. Plus, you won't need to reapply for another four to five weeks.

Read our blog to learn everything about organic fertilizer, from how it works to the many options available based on your plant types.

[Button: [Check Out the Complete Guide](#)]

## [H1] Hangry Veggies

If your veggies are on the verge of a meltdown, they probably just need a snack!

This far into the summer, it may have been a while since you last fertilized your vegetable plants. Poor plant growth and yellow foliage are two clues that these heavy feeders need some extra sustenance.

To get the details on when and how to fertilize, read our blog and watch your vegetable plants perk back up!

[Button: [Read to End Veggie Hanger](#)]

## [H1] Supplementing Your Soil

Compost, worm castings, shredded leaves, grass clippings, and wood ash – there are options aplenty for adding organic soil amendments.

The good news is that all of these pack a strong natural punch and can help break up your soil and improve its structure. Even the best soil mixes need to be replenished occasionally.

But how do you know what's right for your garden?

Check out our blog for soil amendment how-tos and options, and keep your garden healthy through every season!

[Button: [See Our Guide to Soil Amendments](#)]

## [H1] How to Water Wisely

Summer heat means summer water. Namely, less of it.

Whether or not you live in an area with water restrictions, there are a few things we can all do to make the best of our water while gardening.

Click the button to learn more about practical water conservation techniques from using native plants to rainwater collection systems.

[Button: [Get the Details on H<sub>2</sub>O](#)]

## [H1] Don't Forget Your Lawn

Looking to win the unofficial first-place prize for the best lawn on the block?

Overseeding your lawn can improve its thickness and fill in bare, damaged spots from previous seasons. It can even ward off weeds and minimize erosion.

If your lawn is in need of a facelift, read our blog with all the details on choosing the right seed and how to start.

[Button: [All About Overseeding](#)]

## [H1] Berry Picking Party!

“One for the basket, one for me.”

While this isn't the most efficient way to pick berries, we can't argue that it's a delicious one.

Harvesting your berries at the right time is important to ensure you're getting the most out of your garden (no matter your picking method).

So don't let a berry go to waste, and read our complete guide for how and when to pick berries for the best flavor and nutrition!

[Button: [Click for Berry Picking Perfection](#)]

## [H1] The Latest on Our Socials: Secrets to Soil Structure

Structure is an important part of healthy soil!

A few tips we suggest are avoiding over-tilling, regularly adding organic soil amendments, using cover crops, and avoiding driving over the soil.

And we can help! Our products use wood fines to create pockets between soil particles, giving roots access to the water and air they need.

Read our blog to learn more about healthy soil structure.

[Button: [Soil Structure FAQs](#)]

Check out our social media for more gardening knowledge, tips, and inspiration!

[Button: [Facebook](#)]

[Button: [Instagram](#)]

## About Us

Founded in 1925 by H. Clay Kellogg, a surveyor and orange farmer, Kellogg Garden Products continues its 90+ year history of perfecting organic soils, mulches, amendments, potting soils, and fertilizers. Our quality landscape and garden products are widely recognized as the highest-quality name-brand blends on the market. The Kellogg family, and their company, continue to be a major force behind innovation and education in organic gardening and landscaping across the country.

[Button: [Visit Our Website](#)]