

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Jackson Belway
(805) 969-3744
jackson@christieand.co

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Revolutionize Your Garden with That Yucca Stuff™

The natural solution for healthier, more vibrant plants.

(BOISE, ID) MARCH 2025 — Home gardeners across the United States can now transform their gardening practices with That Yucca Stuff™, the groundbreaking, eco-friendly soil conditioner designed to enhance plant health, improve soil structure, and promote sustainable growth. As more than 72 million gardeners seek natural ways to boost their blooms, veggies, and trees, That Yucca Stuff™ offers a science-backed, non-toxic solution to help gardens flourish.

That Yucca Stuff™ harnesses the natural power of plant-based saponins, acting as a surfactant to break down soil tension, allowing water and air to permeate more effectively. This enhanced permeability supports stronger root systems and healthier plants, as nutrients and moisture penetrate deeply and evenly through the soil. “Yucca truly makes water wetter,” explains John Ballard, founder of Hungry Planet Organics, the makers of That Yucca Stuff™. “By improving water absorption, especially in dry areas, gardeners can maximize every drop and create a thriving, sustainable ecosystem right in their backyard.”

Beyond improving hydration, That Yucca Stuff™ boosts soil vitality by supporting existing beneficial microorganisms that accelerate organic matter decomposition and humus formation, resulting in richer soil, more vigorous plant growth, and reduced dependency on synthetic fertilizers and pesticides.

Exhausted, nutrient-depleted soils are a widespread challenge for American gardeners. That Yucca Stuff™ helps rebuild soil strength naturally, providing an organic alternative to chemical-based treatments. As part of a comprehensive garden nutrition program, this innovative product supports long-term soil health, contributing to a greener planet and healthier communities.

Made from 100% certified organic ingredients, including 97% yucca extract, 2% citric acid and 1% humic acid, That Yucca Stuff™ is free from synthetic additives and harmful chemicals. It's produced in partnership with Baja Agro International, a leader in sustainable yucca cultivation with multiple industry certifications including OMRI® Listed For Organic Production, GMP+, Halal, Kosher and more, ensuring the highest quality product for your garden.

Whether you're nurturing a backyard oasis or cultivating a community garden, That Yucca Stuff™ is your ally in sustainable gardening. Experience lush, vibrant plant life, improved soil structure, and peace of mind knowing you're making a choice that's good for your garden and the planet.



About Hungry Planet Organics (HPO)

That Yucca Stuff™ is a natural, biodegradable wetting agent and soil conditioner that taps into the power of saponins found in yucca to nourish soil health. That Yucca Stuff™ is produced by Hungry Planet Organics (HPO), a company established in 2010 to provide natural hygiene solutions and organic soil amendments to farmers, growers, and producers throughout the United States. HPO understands and embraces the urgent need for alternatives to the conventional practices of chemical applications used in agriculture and provides environmentally conscious, safe, and highly effective solutions.

To learn more, visit thatyuccastuff.com. For media inquiries, contact Jackson Belway at Christie & Co, www.christieand.co, by phone (805) 969-3744 and/or email jackson@christieand.co