

USA SALES KIT · v1.0

TSARA Coco — USA Market Pack

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Focused sales kit for US hydroponic, propagation, and organic-certified greenhouse growers. OMRI-listed product line eligible for USDA Organic certification programs.

Target US buyer segments

Segment	Profile	Best-fit grade
Hydroponic vegetable (CA, FL, AZ)	Tomato, cucumber, pepper greenhouse projects	Solanum Pro WS · Cucumis Pro WS
Strawberry / berry (CA, OR, WA)	Organic-certified strawberry tunnels	Berry Pro WS — must be WS for organic
Microgreens (urban farms NYC, Chicago)	Restaurant supply, vertical farms	Microgreen coir mat + Tablet
Propagation nursery (US-wide)	Seedling production, cell trays	Super Pro 5kg block · Tablet
Mushroom substrate (PA, FL)	Commercial mushroom growers	Basic UW 5kg block
Cannabis (legal states)	Indoor hydroponic cultivation	Solanum Pro WS · Berry Pro WS

USA-specific pricing (per MT or per piece, CIF US East Coast)

Product	Code	CIF per unit (USD)	Per 40HC
5 kg block Super Pro WS	TC/CP5/SP/WS	\$640-700/MT	\$14,080-\$15,400
5 kg block Basic UW (mushroom)	TC/CP5/B/UW	\$420-490/MT	\$9,240-\$10,780
Solanum Pro WS growbag	TC/GB/SL/P/WS	\$2.20-2.40/pc	\$24,640-\$26,880
Berry Pro WS growbag	TC/GB/BR/P/WS	\$2.25-2.45/pc	\$25,200-\$27,440
Coco tablet (retail)	TC/CP5/T	\$0.40-0.60/pc	\$9,600-\$14,400 (24k pcs)

USA logistics

Port options	Savannah (GA), Norfolk (VA), NY/NJ, Long Beach (CA), Houston (TX)
Sea freight	Cochin/Tuticorin → US East: 32-40 days · US West: 35-45 days
Container types	40HC FCL standard; 20HC for smaller test orders
Customs	HTS 5305 (coir, prepared); buyer handles US Customs clearance

Sample delivery

DHL Express: 5-7 days from origin to any US ZIP code

USDA Organic / OMRI positioning

All WS (Washed + Sifted) grades are OMRI-listed equivalents — eligible inputs for USDA Organic-certified operations. Growers can use TSARA Coco WS products without affecting their organic certification.

Documentation pack per shipment: **OMRI certificate copy · Phytosanitary · Fumigation · Heavy metals + microbiology test · Certificate of Origin.**

□ MAX'S FIRST 90-DAY US TARGETS

Month 1: 50 outreach contacts to greenhouse / hydroponic farms (CA, FL, AZ, OR focus)

Month 2: 10 free sample shipments dispatched; 3 verbal commitments

Month 3: 2 trial container orders signed; 1 distributor MoU draft

Tools available: 21-page EN User Manual · Buyer Deck v4 PDF · 06 Global Pricing · 12 Sample Request Form

Max contact

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Based in Denver, CO · serves US, Canada, Mexico, Caribbean