

## Botanical Interest Collaborates with Eco-Hip Hop artist DJ Cavem for Second Time

Broomfield, CO 4/13/2022 — Botanical Interests has again partnered with eco-hip hop artist DJ Cavem (Ietef Vita) and Plant Based Records to create a second seed packet music album. The Denver artist's latest release, *KONCRETE GARDEN*, will be released later this month and will continue the theme of plant-based eating, organic gardening, eco-living, food and social justice, food access, and food security. The organic, heirloom tomato seed packet features unique art created for the album and a QR code that brings you directly to the new album. The seed inside is provided by Botanical Interests, a Colorado-based seed company, local to the artist.

Of the album Cavem says, "I'm so excited for round two with Botanical Interests! *KONCRETE GARDEN* is my second USDA certified organic HipHop album release on seed packets – focused on sequestering carbon and heirloom seed sharing in marginalized urban atmospheres."

Cavem's mission complements Botanical Interests'. At its inception, Botanical Interests' founding co-owners saw gardening slipping through generational cracks, and they sought to make it more accessible by providing easy, complete instructions and tried-and-true seed selections so more people could enjoy the benefits of gardening. "We are excited to work with a partner who shares our passion to inspire and educate new gardeners. It's been wonderful to work with DJ Cavem; his energy and excitement over gardening, especially with kids, is contagious!" says Judy Seaborn, co-owner of Botanical Interests.

The first seed packet album collaboration between Cavem and Botanical Interests, *Biomimicz*, was printed on kale, arugula, and beet seed packets. The unique album was accepted with enthusiasm and covered in many press outlets like People magazine, Forbes, Thrillist, HipHop DX, and more. While COVID-19 stifled touring plans, Cavem was still able to get 20,000 *Biomimicz* seed packet albums to urban garden organizations, which met his overarching goal.

Cavem, who is also a vegan chef, tours and teaches internationally, bringing a healthy message to youth and adults alike. His message glamorizes personal and environmental health and offers a fresh approach to reach urban children, who are often more at risk for health issues like diabetes and also more likely to live in areas of food apartheid. Getting kids excited about eating healthy and growing their own food empowers future generations.

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\*\*\*\**Botanical Interests is a family-owned business founded in 1995. We offer more than 600 dependable varieties of certified organic, heirloom, non-GMO, untreated, and responsibly produced hybrid vegetable, herb, and flower seeds. Our goal is to inspire and educate gardeners, so they can create beautiful and successful gardens. Our packets contain a wealth of information, inside and out. Seeds are available for purchase at [www.botanicalinterests.com](http://www.botanicalinterests.com), and at independent garden centers and hardware stores, gourmet grocers, and health food stores throughout the United States.*\*\*\*\*

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