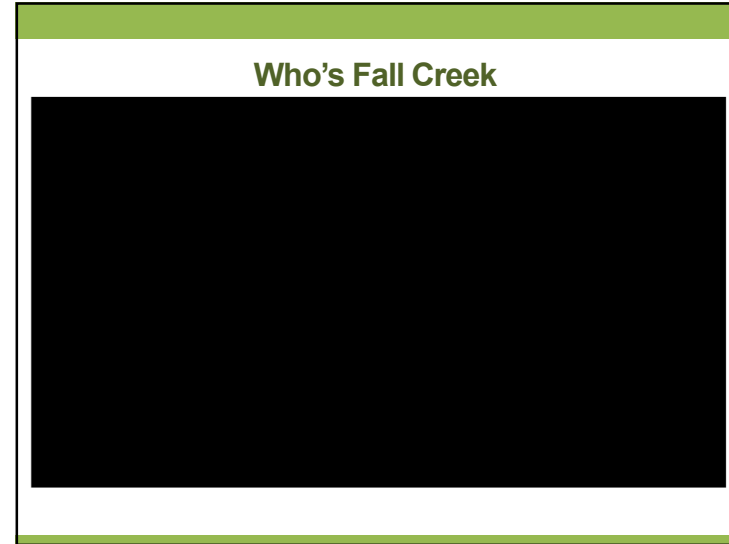
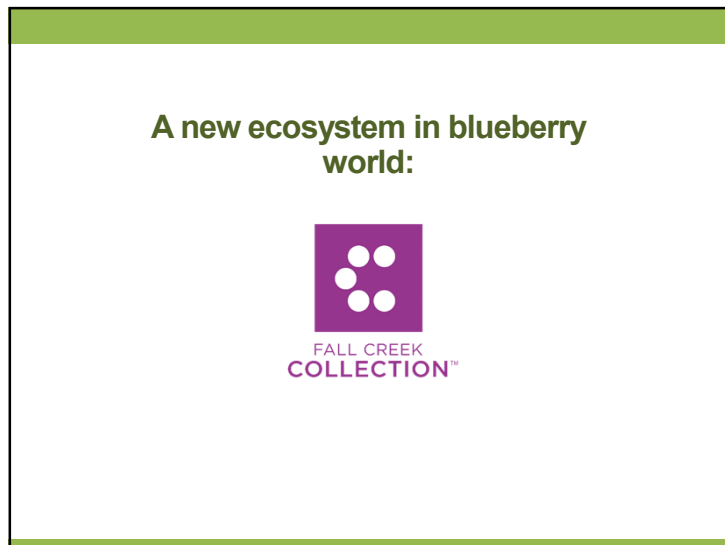




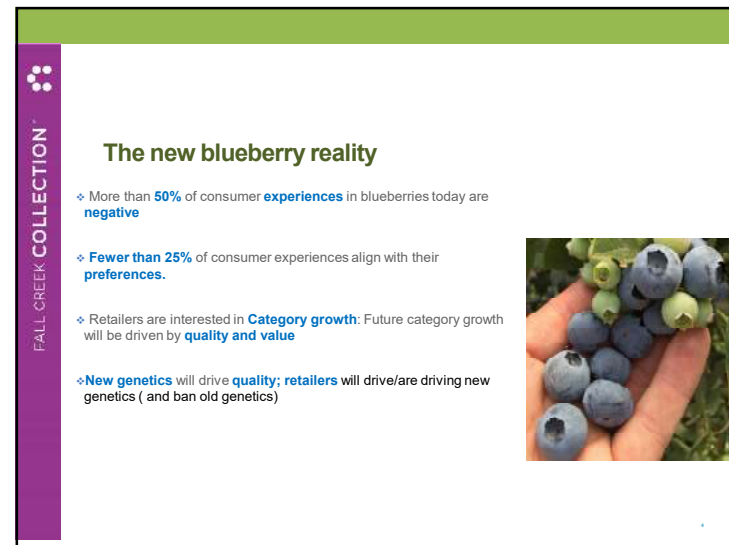
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FALL CREEK COLLECTION™

The new blueberry reality

- ❖ In the past all Genetics came from universities and public programs.
- ❖ Today, more than **80%** of the new genetics come from **private companies** because developing a variety takes between 8 and 18 years and is very expensive
- ❖ To follow the market demand, variety improvement needs to go fast
- ❖ **Good professional growers** want to become **better** and bigger and are looking for **more support**
- ❖ **New varieties** have to be proven **to be better**. No room/time for 'may be better'



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Overview: Fall Creek Licensing Strategy

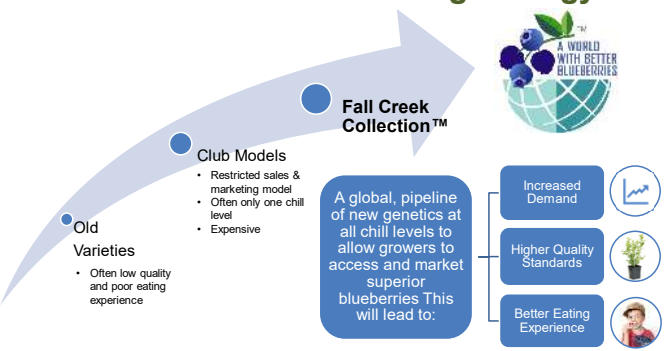



- **Open Catalog**
 - Extensive variety portfolio
 - All chill levels
 - Varieties available to all
 - No access fees, some royalties
 - Easily attainable order minimums
- **Fall Creek™ Collection**
 - License to growers
 - High performance genetics at all chill levels
 - Market share-driven model
 - No limits to membership
 - Must meet minimum qualification criteria



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Overview: Fall Creek Licensing Strategy



Old Varieties

- Often low quality and poor eating experience


Club Models

- Restricted sales & marketing model
- Often only one chill level
- Expensive

Fall Creek Collection™

A global pipeline of new genetics at all chill levels to allow growers to access and market superior blueberries This will lead to:

- Increased Demand
- Higher Quality Standards
- Better Eating Experience



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Why Offer This Special Collection?

- To give growers a competitive advantage
- To offer growers varieties at all chill levels
- To provide a flexible option for growers to stay independent or to align with a fruit marketer
- To align Fall Creek's breeding with our customers' needs
- To provide growers with a higher level of horticultural support and technical expertise through our Applied Research & Grower Support teams




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The Fall Creek Collection™ Difference

Easy Variety Access Now & In Future

Stay Independent or Partner With Fruit Marketer

No Minimums

Advanced Data & Support + Trial Site Visits

FALL CREEK COLLECTION™

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What Do I Get?

- Access to any of the current varieties in the Fall Creek™ Collection
- Access to Fall Creek's future pipeline of genetics in the Fall Creek™ Collection at all chill levels
- On-going access to proprietary data & growing guidelines from Fall Creek's Applied Research department
- Access to Fall Creek's Applied Research trial sites in order to preview advanced selections & newly-released varieties in the US, Mexico, Spain & Holland
- Access to enhanced technical & horticultural support delivered by Fall Creek's experienced global Grower Support Team.

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How Do I Qualify?

- Be a professional, commercial grower
- Have experience competitively growing & delivering quality fruit
- Show demonstrated performance in IP compliance
- Demonstrate an adequate growth plan & potential of scale
- Be growing blueberries in a territory where the program varieties are being made available

FALL CREEK COLLECTION™

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What Are Costs?

Our fee structure is simple & straightforward. There are no minimums or complicated requirements. You are free to market your fruit where and how you wish.

Please speak with a member of Sales & Grower Support team for full details.

- **Upfront Access Fee**
- **Per-Plant Royalty**
- **Annual Program Membership Fee**

FALL CREEK COLLECTION™

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FALL CREEK COLLECTION™

Introducing Four New Mid-High Chill Collection Varieties



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FALL CREEK COLLECTION™


'ZF08-029'

Name & Patent Pending

- **Chill:** Mid-High Chill
- **Ripening:** Early-Mid Season
- **Berry Size:** Medium-Large
- **Fruit Quality:** Juicy, Firm, Peach-Like Flavor
- **Bush Habit:** Wide with Narrow Crown



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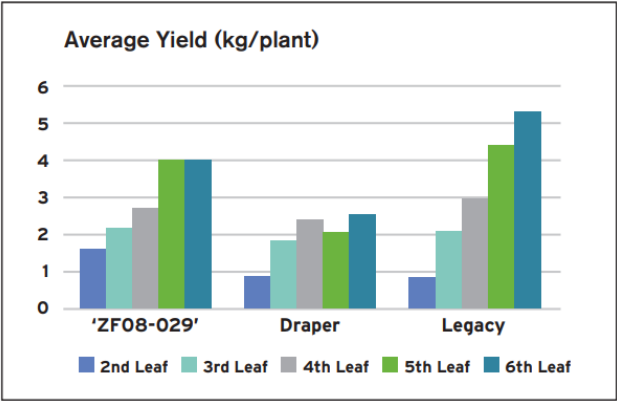


FALL CREEK COLLECTION™

'ZF08-029'

Name & Patent Pending

Average Yield (kg/plant)



Leaf Position	'ZF08-029'	Draper	Legacy
2nd Leaf	~1.8	~1.0	~1.0
3rd Leaf	~2.2	~1.8	~2.2
4th Leaf	~2.8	~2.5	~3.0
5th Leaf	~4.0	~2.2	~4.5
6th Leaf	~4.0	~2.5	~5.5

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FALL CREEK COLLECTION™

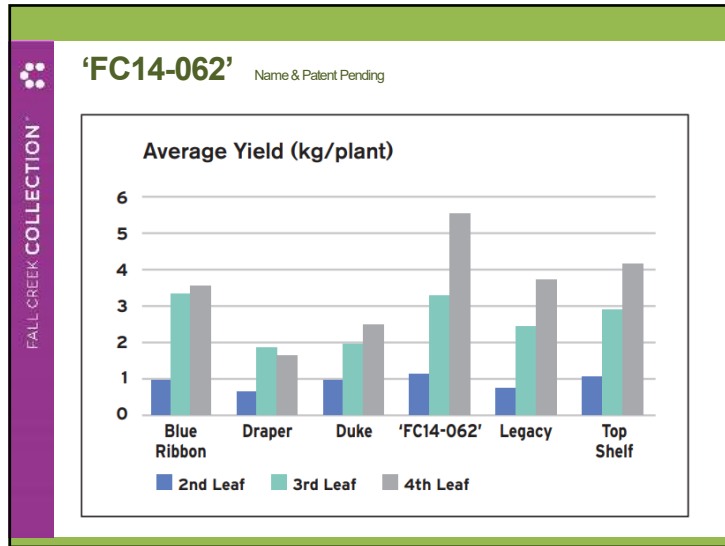
'FC14-062'

Name & Patent Pending

- **Chill:** High Chill
- **Ripening:** Early-Mid Season
- **Berry Size:** Large
- **Fruit Quality:** Aromatic, Juicy, Crunchy
- **Bush Habit:** Very Vigorous, Adaptable



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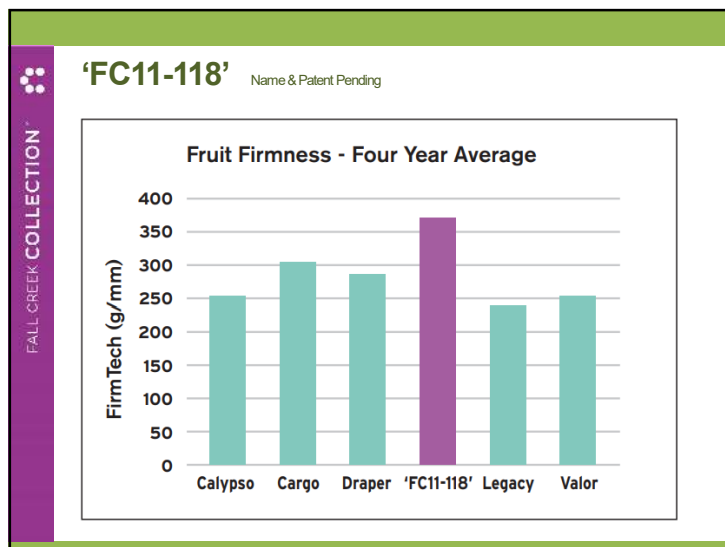


17

'FC11-118' Name & Patent Pending

- **Chill:** High Chill
- **Ripening:** Mid-Late Season
- **Berry Size:** Large
- **Fruit Quality:** Very Firm, Aromatic Fruit
- **Bush Habit:** Round, Very Uniform

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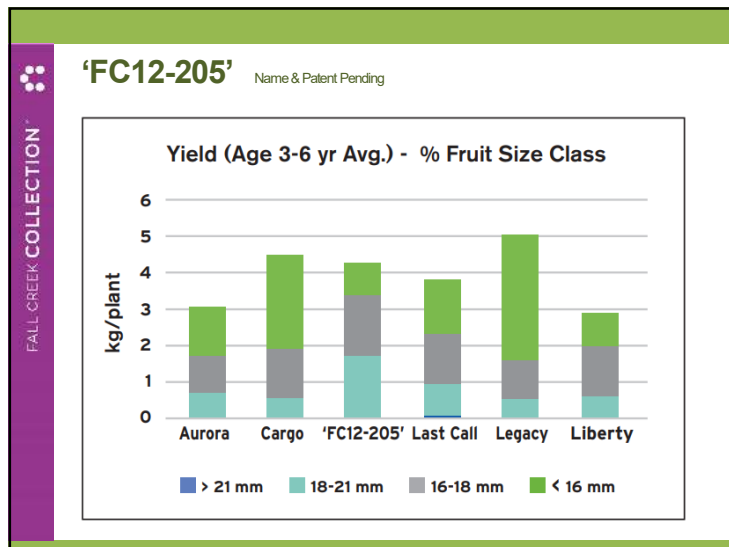


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'FC12-205' Name & Patent Pending

- **Chill:** High Chill
- **Ripening:** Late Season
- **Berry Size:** Large
- **Fruit Quality:** Light Blue, Firm, Sweet
- **Bush Habit:** Upright with Many Laterals, Vigorous

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