



What's new from Ball Horticultural Company

Jan. 25, 2012



Agenda

- Overview
- Burpee Home Gardens[®]
- Trends and Future Forecasts
- Cool Wave[™]

About Ball



- Founded in 1905
- Private, family-owned company
- Headquartered in West Chicago, Ill.
- Worldwide leader in breeding, research, production and distribution of plant products

“Innovate in everything you do”



Bader Rutter's Role

- Your primary contact for all things Ball



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Burpee's BOOST!

A collection of nutritious varieties.

Selected for higher levels of antioxidants:

- Gold Standard Cucumber
- Sweet Heat Pepper
- Healing Hands Salad Mix
- Cherry Punch Small Tomato
- Power Pops Small Tomato
- Solar Power Slicer Tomato

Nutritional Features	
2012 Vegetable Varieties	
Cucumber <i>Cucumis sativus</i>	
'Gold Standard'	
Beta-carotene	5x more
Pepper <i>Capsicum annuum</i>	
'Sweet Heat'	
Vitamin C	65% more
Salad	
Healing Hands Salad Mix	
Lutein	20% more
Beta-carotene	30% more
Carotenoids	30% more
Anthocyanins	70% more
Tomato <i>Lycopersicon esculentum</i>	
'Cherry Punch'	
Vitamin C	30% more
Lycopene	40% more
Tomato <i>Lycopersicon esculentum</i>	
'Power Pops'	
Lycopene	55% more
Carotenoids	40% more
Tomato <i>Lycopersicon esculentum</i>	
'Solar Power'	
Beta-carotene	3x more



Support for School Gardens

“I Can Grow” Youth Garden Award

- 500-plus applications nationwide
- 6 winning schools
- Prize package includes:
 - 500 vegetable & herb plants
 - \$2,500 toward supplies
 - Daniels® Plant Food
 - Flip™ video camera
 - Support from Burpee experts
 - On-site support



Gardening Community

Burpee's Backyard

- Background and vision:
 - Centralize gardening discussions on a branded platform
 - Improve engagement and support throughout the season
 - Provide access to experts
 - Zone-specific dialogue and information
 - Reduce confusion between retail plant and seed brand

The screenshot shows the Burpee's Backyard website interface. At the top, there is a navigation bar with links for HOME, ABOUT, CONTACT US, SIGN IN, and MY PROFILE, along with the BURPEE logo. Below this is a large banner for "Burpee's Backyard" with the tagline "Join the conversation." and a search bar. The main content area features a "Let's talk gardening." section with a "ENTER FORUM" button and a poll titled "What's your vote?" with options: Beefsteak, Cherry, Paste, Saladette, and Slicer. There are also sections for "Share photos of your garden!", "Garden Tips", "Reap the Harvest", "Forum Links", "Follow Us", and "Ideas and Inspiration".

Burpee Garden Coach™

Mobile Web tool! Text your zip code to 80998.

- Choose your message series: Flowers or Vegetables & Herbs
- Receive messages via text or email
- Podcast
- Garden Help Library and FAQs



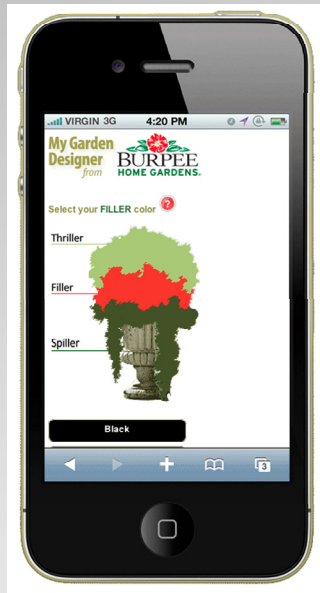
Message and data rates may apply.



My Garden Designer

Planting a winning garden is easy with our new mobile design tool

- Begin by browsing our glossary for beginner tips and techniques.
- Then, to design around a special plant, select your choice from the link provided.
- Or we'll kick-start your creativity by helping you determine your gardening style.



Message and data rates may apply.



Welcome

Planting a winning garden is easy with our new mobile design tool. In just a few simple steps, we'll take the guesswork out of flower color, height and compatibility.

Begin by browsing our glossary for beginner tips and techniques.

[Tips & Glossary](#)

Then, to design around a special plant, select your choice from this link.

[Select Featured Plant](#)

Or let's kick-start your creativity by helping you determine your gardening style.

[Let's Begin >>](#)

Gardening Trends

Getting Started

73 percent purchased veggies and herbs as plants, rather than seed packs.

Benefits of a Home Garden

- Healthier eating
- Pride and accomplishment
- Sharing with others
- Learning opportunity for kids

Online Communities

Explosion of social media, mobile apps and news alerts keeps gardeners hyper-informed.

Vegetables

More than half of all vegetable gardens are actually in pots and containers.

The Newest Member: Cool Wave™

- Joining the Wave family of easy, spreading color, Cool Wave™ pansies deliver the same easy-care, long-lasting color as Wave petunias.
- Cool Wave pansies meet gardeners' needs for extended cool-season color by exhibiting superior overwintering hardiness in southern climates up to Zone 5 (-20 to -10 degrees Fahrenheit minimum) and returning in spring earlier than other pansies.
- Cool Wave is available in yellow, frost, white and violet wing, and as a mixture.



Questions?