



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



Elizabeth Bergum
Senior Account Executive
PH 262.938.5490
ebergum@bader-rutter.com



Mary Anderson
Account Executive
PH 262.938.5425
manderson@bader-rutter.com



Erica Zipp
Senior Account Executive
PH 262.938.5534
ezipp@bader-rutter.com



BURPEE
HOME GARDENS

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 displays the Burpee's Backyard website. At the top, there is a navigation bar with links for HOME, ABOUT, CONTACT US, SIGN IN, and MY PROFILE, alongside the BURPEE logo. The main header features the 'Burpee's Backyard' title and a 'Join the conversation.' prompt. Below this is a horizontal menu with categories: ALL TOPICS, HOT TOPICS, VEGETABLES, ANNUALS, PERENNIALS, FRUITS, HERBS, SIGN UP NOW, and SIGN IN. A search bar is located on the right side of the menu. The main content area includes a 'Let's talk gardening.' section with a description of the community and an 'ENTER FORUM.' button. Below this is a 'What's your vote?' poll asking for the favorite garden tomato, with options: Beefsteak, Cherry, Paste, Saladette, and Slicer. There is also a 'Meet your Burpee Garden Coach' section. The footer contains several utility sections: 'BUY AT BURPEE ONLINE', 'BUY PLANTS IN STORE', 'Garden Tips' (including a free garden guide, podcast, calendar, expert advice, and videos), 'Reap the Harvest' (recipes, basics, and preservation), 'Forum Links' (about the forum, contact manager, update profile, policy, and map), 'Follow Us' (social media links for Facebook, Twitter, and YouTube), 'Ideas and Inspiration' (container, shade, and edible gardens), and 'Gardening in the Community' (youth gardens, events, news, and showcase).

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



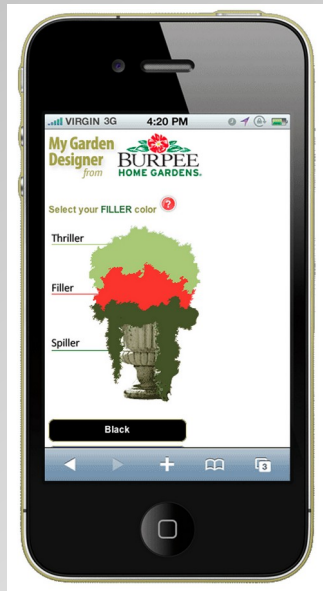
Message and data rates may apply.



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?