



# What's new from Ball Horticultural Company

Jan. 25, 2012



# Agenda

- Overview
- Wave<sup>®</sup>
- Burpee Home Gardens<sup>®</sup>
- New for 2012
- Sneak Peak – New for 2013
- Spring Trials
- Trends and Future Forecasts

# 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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# The Wave<sup>®</sup> Family



- The Wave<sup>®</sup> petunia family includes five types — Original Wave, Shock Wave<sup>®</sup>, Easy Wave<sup>®</sup>, Tidal Wave<sup>®</sup> and Double Wave<sup>®</sup>.
- The diversity of Wave petunias ensures there is a variety for every type of garden — from small spaces, hanging baskets and containers to large garden beds.

# 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.



# Cool Wave™ and Plentifall®

- Cool Wave™ pansies have a slightly larger flower size and more vigorous spreading habit than the original Plentifall® pansies introduced in 2010, so the plants will fill baskets faster and provide more ground coverage.
- The original three Plentifall colors — white, lavender blue and purple wing — will be replaced with improved Cool Wave white and Cool Wave violet wing. Cool Wave yellow and Cool Wave frost will maintain the improved Plentifall characteristics introduced in 2011.





# 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

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



# Flowers



**Complete line of 150-plus top-performing varieties!**

- Center Stage Impatiens
- Wasabi Coleus
- Archangel™ Angelonia
- Paparazzi™ Petunias



# 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 right, there are navigation links: HOME | ABOUT | CONTACT US | SIGN IN | MY PROFILE, followed by the BURPEE logo. The main header features the 'Burpee's Backyard' title in a green speech bubble, with the tagline 'Join the conversation.' Below this is a horizontal menu with categories: ALL TOPICS, HOT TOPICS, VEGETABLES, ANNUALS, PERENNIALS, FRUITS, HERBS, and buttons for SIGN UP NOW and SIGN IN. A search bar is located below the menu. The main content area includes a section titled 'Let's talk gardening.' with a paragraph about sharing and a 'ENTER FORUM' button. Below this is a 'What's your vote?' poll asking for the favorite garden tomato, with options: beersteak, Cherry, Paste, Saledette, and Slicer. There is also a 'Share photos of your garden! Click here >' button. The footer contains several sections: 'BUY AT BURPEE ONLINE' and 'BUY PLANTS IN STORE' buttons; 'Follow Us' with social media links for Facebook, Twitter, and YouTube; 'Garden Tips' with links to a free garden guide, a weekly podcast, a growing calendar, and expert advice; 'Reap the Harvest' with links to recipes, basics, and canning; 'Forum Links' with links to the forum, manager, profile, policy, and map; 'Gardening in the Community' with links to youth gardens, events, news, and showcases; and 'Ideas and Inspiration' with links to container, shade, and edible gardens.

# 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.*



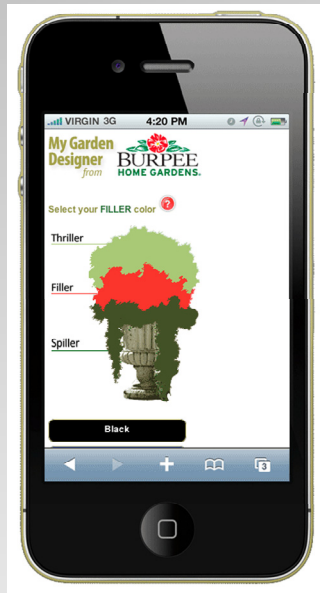
Ball.



# 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.

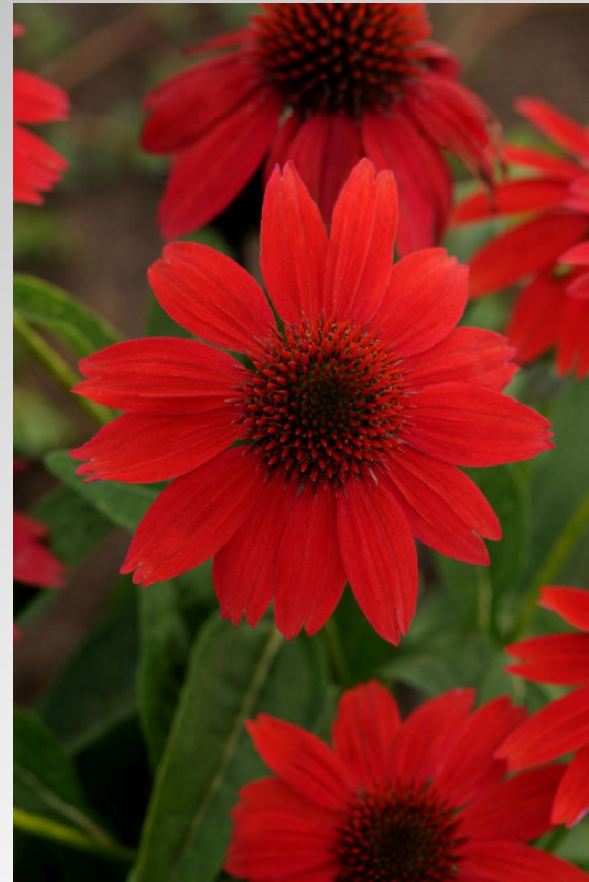
[Select Featured Plant](#)

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

[Let's Begin >>](#)

# Sombrero™

- First-year-flowering perennial with a well-branched habit
- Sturdy and compact with a proven hardiness for years of enjoyment in the garden
- Available in bright, rich colors of hot coral, salsa red (shown) and sandy yellow



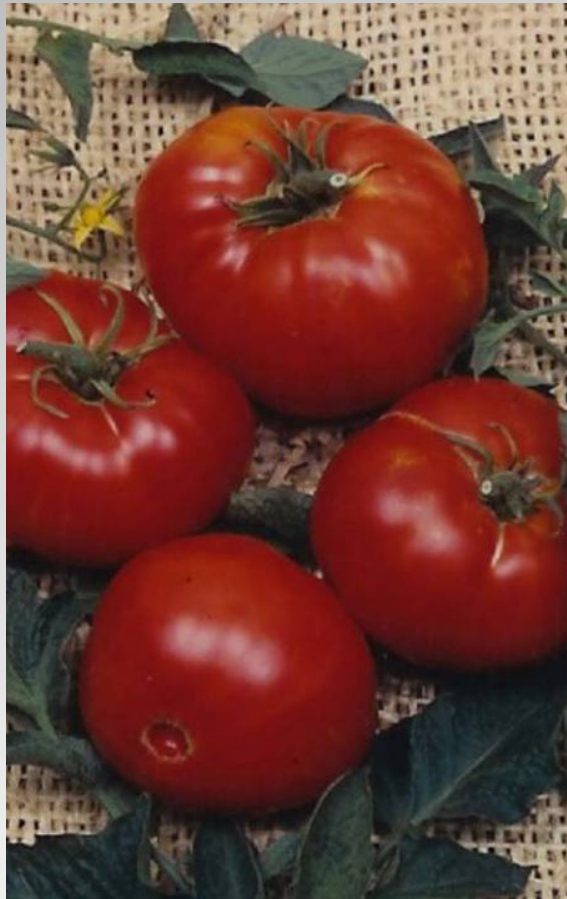
# Flutterby™

- Flutterby™ buddleia provides compact, season-long spreading and mounding color
- Flutterby Flow buddleia showcases a spreading habit that flows into a unique groundcover
- Flutterby Grande™ buddleia showcases upright flowers that are tolerant of heat and drought
- Flutterby Petite™ buddleia is a dwarf variety that provides continuous blooms from early summer until frost



# Sneak peak at 2013

- Grafted program
  - Heirloom flavor meets hybrid vigor





# Spring Trials

- 2012 California Spring Trials: March 23 to 31
- Featured: 2013 and 2014 new introductions





# Gardening Trends

## Getting Started

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

## Dividing Perennials

Younger homeowners divide to fill space, while more experienced gardeners divide to share with others.

## 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.

Questions?