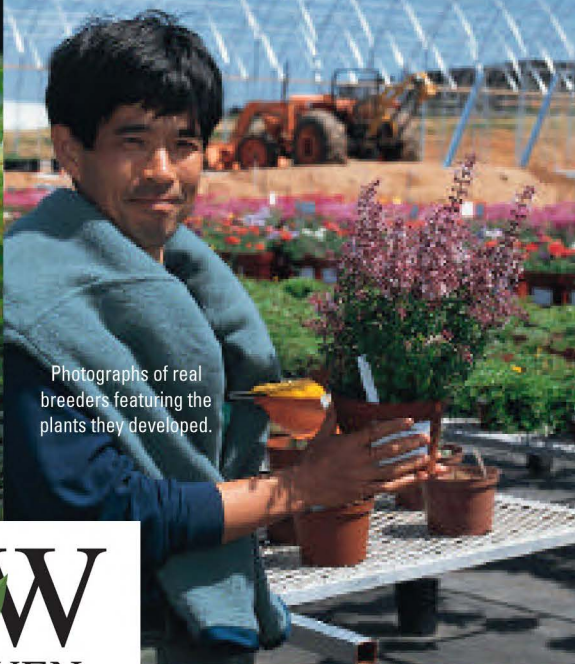


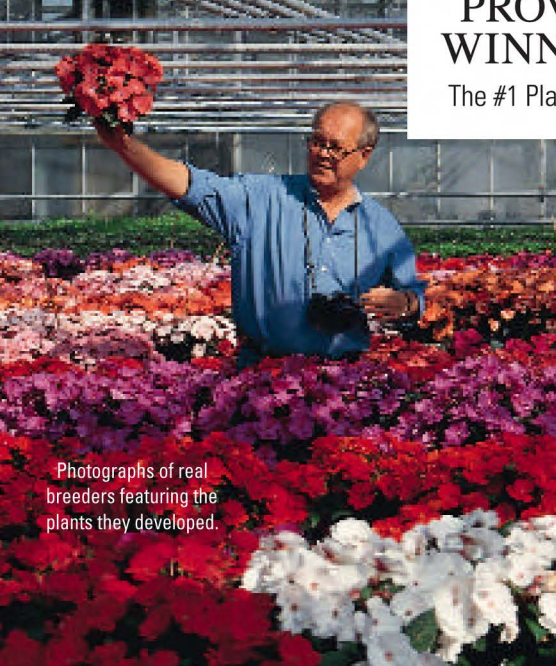


Photographs of real breeders featuring the plants they developed.

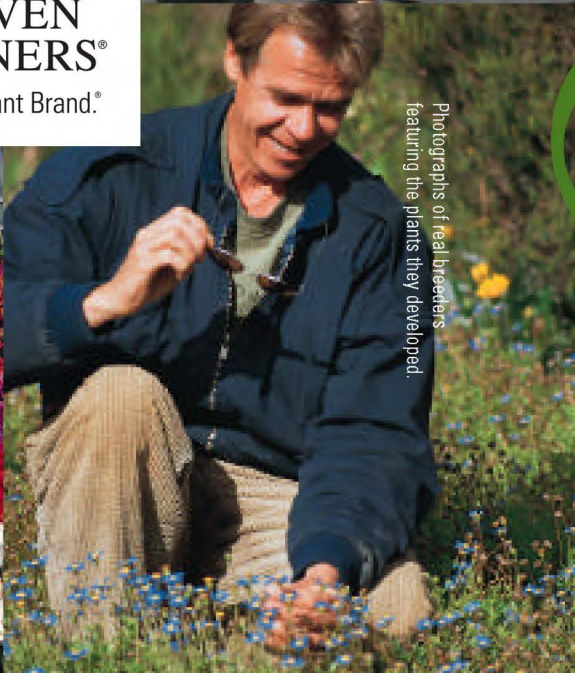


Photographs of real breeders featuring the plants they developed.

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Photographs of real breeders featuring the plants they developed.



Photographs of real breeders featuring the plants they developed.

Plant Quest

A Breeder's Guide to Licensing New or Improved Plant Varieties



Gardening is now the world's most popular pastime. And today's gardeners have a seemingly-insatiable desire for new and exciting plants. Proven Winners is the worldwide network that brings the finest examples of the breeder's art to local garden centers and greenhouses. We do this by establishing profitable relationships that are also easy, risk-free, and which protect our breeders' rights.

If you have developed or discovered what you believe is an exceptional new plant, please use this

Proven Winners® Plant Quest Breeder's Benefits

- No risks, no hassles
- We pay up-front patent costs
- Worldwide marketing programs
- Exclusivity by market for pre-existing agreements
- Superior clean tissue-culture facilities
- In-depth trialing

Proven Winners® Plant Quest Criteria

Plant material that:

- can be patented
- has true garden performance across the North American continent
- is truly unique
- can be mass-produced
- can be cleaned via virus-removal process

We are interested in plants that meet all of the above criteria. If you are not sure, our experts will be happy to assist you.

Note: While Proven Winners does not market shrubs or trees, we have many friends within the industry who do. Let us know, and we will provide their names and contact information at no charge.

Plant Quest Hot Line: 000-000-0000

Some of our breeders are dedicated amateurs. Some are professionals.

But they all have a passion for plants, spirit of adventure, and dedication to excellence.

Sekiguchi-san's Symphony

In the little Japanese village of _____, everyone knew Masayuki Sekiguchi. For many years he and his wife ((NAME)) had run ((OR OWNED??)) a small nursery, producing flowering pot plants for the local auction and wholesale market.

Although proud of the quality of all his plants, he was especially interested in osteospermum. Certain his customers would enjoy new varieties of his favorite plant, Mr. Sekiguchi decided to start a breeding program. At first, he bred for things like unusual color patterns and better growth habits – the standard qualities for which all breeders search.

But Sekiguchi-san wasn't a professional breeder. He was an artist and a dreamer. Why else would he have attempted interspecific and intergeneric crosses that any established breeder knew were impossible? But impossible or not, he persisted. And he got lucky. One of his wilder crosses actually brought forth viable seed, and resulted in a light yellow-flowering cultivar he named "Lemon Symphony." It wasn't just the unusual color that made "Lemon Symphony" so special. Because the hybrid was such a wild cross, the resulting seedling was absolutely sterile. Sekiguchi-san had created the first osteospermum that was truly perpetual-flowering; even during Japan's hot and humid summers. Out of this original cultivar, he then developed more colors, including cream and orange. His single-note Symphony had become a series.

Meanwhile, a sales representative for Proven Winners partner Teruo Takatomi of J & H Japan shared some interesting information. A man with a small nursery, the sales rep reported, had apparently bred some unusual new varieties. What Mr. Takatomi heard was enough to warrant a personal visit to ((TOWN)), and a meeting with the previously-unknown breeder. As Teruo described the Proven Winners international network to his new acquaintance, he realized Sekiguchi-san had no idea that he could market his plants outside his own

region, much less to other countries. Teruo then offered to assist Sekiguchi-san with bringing his plants to the commercial market, even if the breeder later decided not to work with Proven Winners. Shortly after that first meeting, two other Proven Winners partners, Jorn Hansson of Denmark and Germany's Garry Grueber, called on Sekiguchi-san. Impressed by Proven Winners' generous terms, and the enthusiasm and expertise of the three partners, he decided to grant the exclusive rights to his precious plants to their network.

Along with copies of the signed licensing agreements, Mr. Grueber returned to Germany with samples of the new plant material. To everyone's disappointment, Proven

Winners' scientists determined that the material was badly infested with several plant viruses. Had he chosen to work alone, Sekiguchi-san's wonderful varieties would have rapidly declined and become worthless. It took three years and countless hours of intensive thermotherapy, meristem tip culture, and virus indexing at Germany's famous InnovaPlant facility. But in 19??, Proven Winners introduced these exciting new – and virus-free – plants to the world. Today, the Symphony Series is the world's leading line of Osteos. They perform well under a variety of climatic conditions, are an easy crop for growers, profitable for retailers, and have become a consumer favorite. His royalty revenues have already made Sekiguchi-san a

wealthy man, and enabled him to intensify his breeding efforts. And through his collaboration with Proven Winners, his cultivars are part of an established, successful brand, distributed by a highly-efficient network.

While Proven Winners currently works with more than 50 of the world's top breeders, we believe that there are many more who, like Sekiguchi-san, have yet to develop the results of their efforts. Through our global network, we provide smaller breeders with access to modern technologies and equipment. We also have breeders who work in-house for our partner organizations. At Proven Winners, results, not credentials, are what counts.



According to dedicated amateur breeder Masayuki Sekiguchi, his first Osteospermum cultivar, "Lemon Symphony," was the result of 50 percent knowledge, 50 percent luck, and 100 percent perseverance.

Our Commitment to Your Success

We're only as good as our breeders. And that's why we deal with the risks, hassles, and up-front patent costs. Because our relationships with breeders are based on mutual respect and a shared commitment to quality, we also keep you informed every step of the way.

If, for example, you already have an exclusivity agreement for a plant line in a particular part of the world, we can arrange for your plants to be marketed in other regions. Proven Winners is an international sales network with partners in North America, Europe, Southeast Asia, and South Africa. Our sister company, EuroAmerican Propagators, is among the world's top liner producers. Together with network partners Four Star and Pleasant View Gardens, these three companies have a propagating operation that's second to none.

Many breeders are understandably leery of the patent process and it's convoluted laws. We, however, have secured more than 0000000 patents, and are dedicated to protecting our breeder's rights. The strength of the Proven Winners brand is proof of that commitment.



Resources and Royalties

Along with our international sales and marketing network, high brand recognition, and clean tissue-culture facilities, we also provide an in depth-trialing process and 0000000000 square miles of production space worldwide.

As for royalties, it may take years for that first royalty check to arrive in the mail. Of course, breeders still want to know how much they can expect to earn, even if it's just a guess. We devote just as much effort and expense to marketing new plants as we do for the patent, virus removal, trialing, and production phases. However, it's the consumer who ultimately determines the amount of your earnings.

What we can say for certain is that Proven Winners plants are the best of the best. And so are our breeders.



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