



Wonderful citrus™ Taking a new variety to market 2024

Wonderful citrus...

Over 70 years farming expertise
Process 35MM cartons of citrus
Farm 32,000 hectares
Grow a portfolio of 10+ varieties
Operate 11 packing houses
Own 3 citrus nurseries
Global sales & marketing capabilities





Our approach to varietal selection is driven by several factors

GROWING

REGIONS

Target ranches were terroir &

water availability are most favorable

SEASONALITY



Maximize product availability & fill in supply gaps to extend seasonality



PERFORMANCE



Utilize varietals that perform best based on ranch locations & conditions

DEMAND



Optimize planting portfolio based on market demand

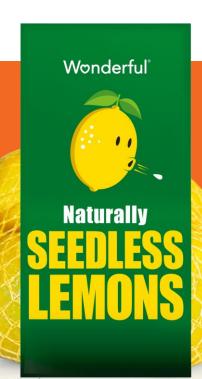
INNOVATION



Continue to trial and test new, high-performing varietals to differentiate product offering



Considerations when commercializing a new variety



INTRODUCTION

- Be differentiated to customers
- Offer benefits to consumers
- Trial in various growing regions
- Monitor quality while scaling
- Establish advantageous positioning (i.e. exclusivity, first to market, etc.)









