



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

SEASONALITY



Maximize product availability & fill in supply gaps to extend seasonality

GROWING REGIONS



Target ranches where terroir & water availability are most favorable

PERFORMANCE



Utilize varieties 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 varieties 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.)





Wonderful citrus™ DISCUSSION

