



FROM LITTLE THINGS, BIG THINGS GROW

2018 has been a transformative year for Abundant Seeds with a dramatic expansion in growers and growing regions.

SOUTH AUSTRALIA

A cucumber for all seasons

Our mini cucumbers have now been commercially grown in SA across Summer, Winter and Spring crops, proving their superiority over the international competition, generating 100% grower satisfaction, and driving increased seed orders.

Word of mouth marketing

Following the maxi-success of our minis, other growers in the region have been keen to try the Abundant difference, and our first full SA crop of around 7,000 Lebanese cucumber plants is now being picked.

NEW SOUTH WALES

Dominating Coffs

Excellent results from row trials over Winter in Coffs Harbour - NSW's dominant cucumber growing region – scaled to full production in Spring and generated repeat buying for Summer planting. Abundant Seeds is on track to becoming the Lebanese cucumber of choice in this important growing region.

Sydney springing back

After a tough winter season, Abundant growers in the Sydney region have delivered a bumper Spring crop and are eagerly anticipating a similar Summer result. Growers who first planted Abundant cucumbers last Christmas are now looking forward to repeating that season's successes with longer picking periods and higher quality fruit as December and January roll around.



VICTORIA AND QUEENSLAND

Southern success flowing north

Successes in NSW and SA have provided Abundant with the credibility to penetrate new growing regions. We are currently targeting VIC and QLD, preparing for trials over Summer and into the coming Winter.



BRAND AWARENESS

Determined to capitalise on Abundant's growing success, management has begun a staged campaign to drive brand awareness through the horticultural industry and more broadly.

Recent media attention includes our articles in Good Fruit & Vegetables, SeedQuest and Horti Daily (and it's Dutch equivalent) and in the RAS Times.

These efforts are assisting Abundant to initiate conversations with some of Australia's largest scale commercial growers, boding well for 2019.

BREEDING UPDATE

Planting ripe ideas

Abundant tomato hybrids are now starting to flower and fruit at Cobbitty, and in December a range of growers and distributors will be visiting the greenhouses as we showcase the best of our Summer tomatoes and discuss grower trials.



Pollinating prolifically

We are now in the midst of pollinating cucumber seeds, preparing for increased sales next year.

WANT TO KNOW HOW WE'RE GROWING YOUR INVESTMENT?

Calling all shareholders, (and potential shareholders and horticultural enthusiasts). Join us in the Abundant Greenhouses at Sydney University's Plant Breeding Institute Campus for a morning of information and fun as we showcase Abundant's latest hybrid cucumbers and tomatoes to enter commercialisation.

Chairman Graham Brown will outline the year's breeding program successes and update shareholders about the pipeline over the next years.

Chief Research Scientist Dr Nabil Ahmad will explain the intricacies of growing horticultural plants in different growing environments and suggest techniques for boosting yields in a range of situations.

Activities will commence mid-morning (around 10am) and culminate with a BBQ... with tomato salads, home-made tomato relish and cucumber sandwiches of course.

What: Abundant Horticultural Showcase
When: Wednesday 19th DECEMBER 2018, 10am-2pm
Where: Sydney University Plant Breeding Institute,
 107 Cobbitty Rd, Cobbitty NSW 2570

If you have any questions, please email admin@abundantproduce.com, and if you'd like to join us please RSVP online at abundantseeds.com/abundant-horticultural-showcase/ so we can cater accordingly.

Until next update... enjoy!
The team @ Abundant Seeds

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