

Production and sales progress, Hendrick's cucumber promotion

ASX Announcement

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- **Abundant Produce sources new orders at Asian Seed Congress to further cucumber trials, showcasing the Company's intellectual property to more than 300 global industry delegates.**
- **Production of approximately 500,000 Abundant Produce cucumber seeds in Chile to expedite delivery to international buyers.**
- **Hendrick's Gin commences promotion of Abundant Produce, endorsing the Company's cucumbers as the best complement to its gin cocktails.**

Abundant Produce Ltd (ASX: ABT, "the Company"), Australia's only listed plant breeding company, is pleased to provide the following update on progress toward commercialisation.

Asian Seed Congress yields new orders to scale up testing of Abundant's leading cucumbers

The Company's management has returned from a highly successful trip to Incheon, Korea to pitch the Abundant Produce story at the Asia & Pacific Seed Association's 2016 Asian Seed Congress.

This conference is the premier annual event for vegetable seed traders across the region to meet and discuss industry trends. With more than 400 delegates representing over 150 seed companies at the conference, the Company secured more than 30 one-on-one meetings to gain insight into market trends.

These efforts have resulted in orders for trial cucumber seed to test and gain further clarification on the quality of the Company's plant intellectual property. Customers have made these seed orders with a view to building on existing commercial arrangements.



Abundant Produce Research Director, Graham Brown, said:

“Delegates at the Asian Seed Congress responded very positively to our cucumbers and tomatoes. This trip has enhanced relationships and has deepened our understanding of the most attractive and potentially profitable international target markets. Market players are seeing real value in our cucumber intellectual property, and there is also very strong interest in our tomatoes.”

The Company plans to build on this profile-building and sales-developing success by joining the January 2017 American Seed Trade Association Vegetable & Flower Seed Conference in Orlando, Florida.

Chilean seed production set to expedite delivery to International customers

The demand Abundant Produce sensed at the Asian Seed Congress has reinforced the Company’s decision to produce approximately 500,000 cucumber seeds in the current financial year in Chile for the international market. This is a way of gearing up commercial seed production offshore to meet early demand .

Chile represents an ideal environment for production of many vegetable seed varieties, with large and small runs achievable at high quality and low cost. The Company has chosen a local partner with deep experience producing cucumber seeds for the biggest international vegetable seed growers, with an exceptional reputation for production quality and value.

Abundant Produce Chief Executive Officer, Tony Crimmins, said:

“The ability to have cucumber seed stock overseas for delivery to our customers can provide instantaneous sales to buyers. We are pursuing this initiative in parallel to our existing plan for an international seed distributor to produce, market and sell our elite plant intellectual property. This facility will also allow us to provide our other plant varieties to international customers at low production costs and with expert production facilities.”

The Company remains committed to its Australian market activities and to providing local farmers with the highest-possible yielding cucumber seed. Mr Crimmins added:

“Abundant is in the unique position of being the only company developing cucumber varieties in Australia. We have the advantage of being able to bring the most highly-developed cucumber stock to Australian farmers on a world-first basis. We are particularly looking forward to helping farmers who have previously had to tolerate cucumber seeds produced overseas that have been intolerant of our unique environmental conditions.”





Hendrick's Gin commences promotion of Abundant Produce cucumbers

The Company is pleased to announce that leading distillers William Grant & Sons Pty Ltd, makers of Hendrick's Gin, has aligned its marketing activities with Abundant Produce.

This has resulted in a large-scale, National marketing program promoting the unique flavour of Abundant Produce's cucumbers.

Hendrick's is a most unusual gin, and pioneered the cucumber garnish to pair with its rose and cucumber infused gin.

The Abundant Produce cucumber is set to become increasingly visible in Hendrick's marketing activities, commencing with Hendrick's promotion of 'Unusually Australian Cucumber' cocktails which will be available in select bars around the country throughout Summer.



Source: Hendrick's Gin

The Company expects this endorsement to help to build shareholder value, as Hendrick's campaign will introduce the Abundant Produce brand to end consumers and establish an association of refinement, quality and flavour.

Investors can find out more about Hendrick's Gin at <https://www.facebook.com/hendricksgin/> or <https://twitter.com/HendricksGin>, and can subscribe for regular Abundant Produce company updates at [the Company's website](#).

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About Abundant Produce Ltd

Abundant Produce Ltd (ASX: ABT) is Australia's only listed agricultural intellectual property development house. Based in Sydney and Cobbitty, New South Wales, the Company breeds superior vegetable seeds at the University of Sydney's Plant Breeding Institute, Cobbitty.

Abundant Produce specialises in breeding hybrid greenhouse vegetables with better yield, disease resistance, temperature tolerance, taste, texture, colour and shape. The Company develops innovative products that target the gap in the market for highly productive food crops that thrive in low-tech conditions.

