

Phytonova™



Natural Plant Breeding Technology



Background

- Spin-off from UWS
 - Germplasm collection
 - Facilities & people
- 20-30 year breeding programme
- Incorporated Feb 2004
- Initial focus on early season stonefruit
 - Start - 30 varieties dating back to 1994
 - Now - > 70 varieties – stonefruit, rootstock, kiwifruit, ornamentals
 - WIP - stonefruit, ornamentals, walnut, sandalwood, etc

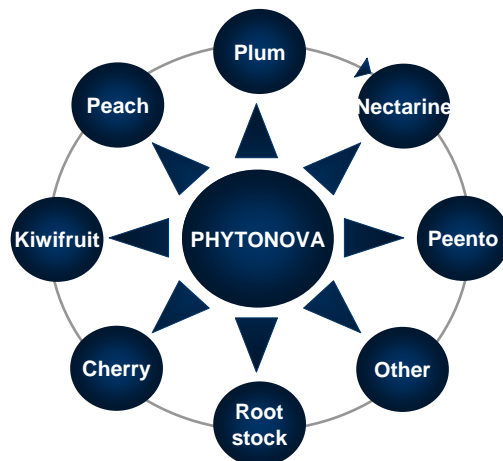
Background

- Low chill focus
- Proprietary breeding technology
 - based on traditional methods
 - Relatively fast & specific
 - quickly breed new varieties with specific characteristics
- Patents pending on breeding methods
 - reduce PBR costs
- Plant breeders & variety managers

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Product Range



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Breeding & Evaluation

- Two sites (UWS, Nambucca Heads)
 - Select varieties under different conditions
- Select for
 - Timing – early October to Christmas
 - Flavour
 - Grower friendly traits (spurring, tree habit, etc)
- Varieties to range of test sites asap
 - Collect & evaluate data
 - ID varieties suited to specific regions
- Post-harvest testing
- Maturity indices

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Business Model

- Managed programme
 - Tree cap
 - Royalty – tree & production
- Licensed grower/marketers
 - National Fruit Marketing
 - Panda Ranch
 - Karragullen Coolstores - WA
 - Mercer Mooney – WA
- Grower Sub-licensees & Licensees (currently 30)
- Licensed nurseries
 - Mossmont - NSW
 - Mike's Fruit Trees – WA

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Business Model

- Limited 'interference' in established relationships
- Market support/development
 - Local
 - Export
- Global approach
 - Export variety IP
- 'Protect' Australian Licensees
 - Overseas tree caps
 - Controlled marketing
- Existing licensees get first access to new varieties

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Business Model

- Controlled tree numbers is critical
- Decided in conjunction with grower/marketers
- No increase unless market demands it
- Limited availability of trees – might be only 5000 trees available to a region
- Support with information, training, data

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Current Position

- Approx. 200k trees planted
 - Carnarvon to Donnybrook
 - Sth QLD to Cobram
- Fruit production
 - WA
 - QLD
- Test sites
 - Australia (QLD, NSW, Vic, WA)
 - Italy, Spain, France, Nth Africa, USA
- Overseas planting in 2006-07

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VENUS ONYX (PL99-1)



Chill – 400+
FDP – 104 days
Harvest – late-Nov
Size - > 55mm

26.11.2004

HONEY GOLD (P97-1YH)



Chill – 200-250
FDP – 109 days
Harvest – early Nov
Size - > 70mm

OCTOBER GOLD (P94-5Y)



Chill – 200-250
FDP – 90 days
Harvest – mid-late
Oct
Size - > 60mm

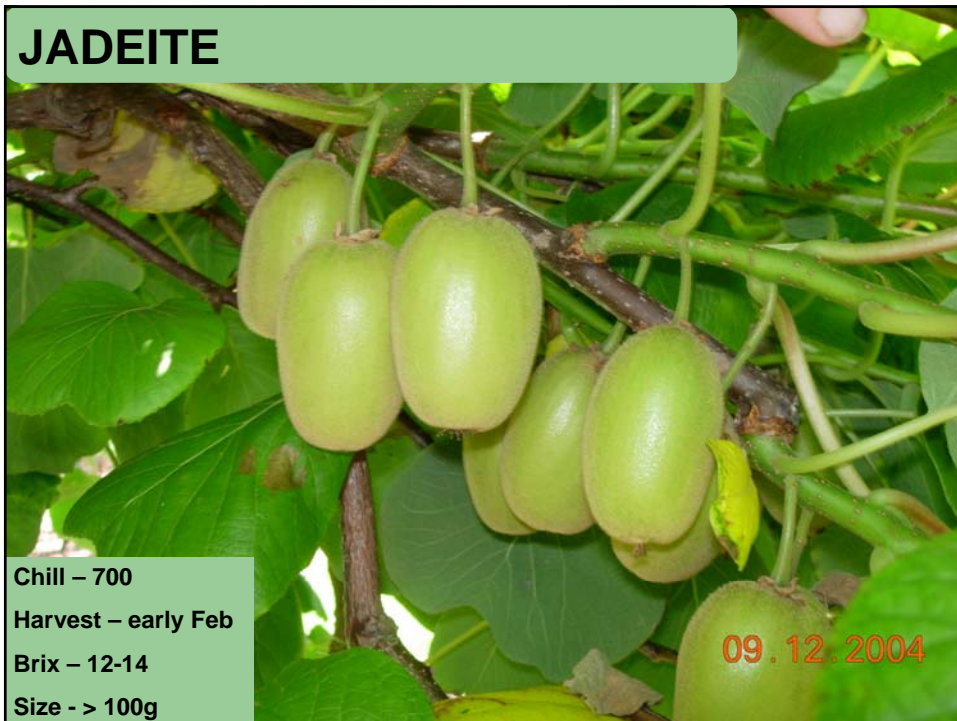
P94-66W



Chill – 250+
FDP – 109 days
Harvest – early-mid Nov
Size - > 60mm

17.11.2004

JADEITE



Chill – 700
Harvest – early Feb
Brix – 12-14
Size - > 100g

09.12.2004

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