

PlantHaven has a proven record in...

- Strategic development of long term markets
- Dedicated systems
- Global connections
- Solid market research
- Royalty collection and reporting
- Quality management
- Maximized profits
- **Worldwide plant protection and licensing**
- **Excellent client and grower communication**
- **Extensive secure variety trials in all target territories**
- **Representing Worldwide Breeding Programs**
- **Management of mother stock protocols (virus indexing)**

PlantHaven One Company – Many Markets



PlantHaven is well respected for its diligent management of world class breeding programs. Our team has many years of commercial experience across the entire range of ornamental varieties.

Today's best new varieties have global opportunities. Whether you have an active breeding program or have selected a new gem, we are ready to be your long-term partner in developing profitable solutions in the world's best markets.

At all times, PlantHaven's priority is to maximize the market potential for our breeder clients.



PlantHaven®, Inc.

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From Breeder to Market

A Breeder Invitation

Our Unique Approach to Introducing New Plants



How PlantHaven Operates

A new plant's journey from the breeder's selection to commercial production and marketing



- The **PlantHaven** team researches the market potential of the breeder's selection.
- If the plant has potential, it is sent out by **PlantHaven** to secure trials in varying climate zones in North America, under a trial agreement between **PlantHaven** and the nursery.
- If the plant is of interest and with the permission of the breeder, it is sent for trials overseas under a trial agreement between **PlantHaven** and its associates.
- If trials are positive, **PlantHaven** assists the breeder in the applications for a US Patent and Plant Variety Rights (PVR) overseas. Once numbers are sufficient, the plant is released and promoted in the marketplace.
- **PlantHaven** grants Propagation Licenses to wholesale growers. Sales reports are sent out twice-yearly to licensees, and royalties are paid to the breeder on plants sold, after **PlantHaven** has taken out a pre-agreed commission.

PlantHaven does not produce or sell any of the plant varieties shown. Plants are available only from licensed propagators and growers or from their distributors and retailers.

PlantHaven Expertise

► Premium Annuals



Nemesia 'Opal Innocence'



Dahlia 'Mystic Illusion'



Abutilon 'Lucky Lantern Tangerine'

► Volume Perennials



Ajuga 'Black Scallop'



Gaillardia 'Fanfare'



Dianthus 'Coconut Surprise'

► Volume Shrubs



Abelia 'Kaleidoscope'



Daphne 'Eternal Fragrance'



Berberis 'Orange Rocket'

► Unique Trees



Cercis 'Hearts of Gold'



Cercis 'Ruby Falls'



Styrax 'Fragrant Fountain'

Our Breeder Clients...

► Professional Breeding Companies

Whetman Pinks Limited (U.K.)

► University Breeding

University of Hawaii
University of Sydney, Australia

► Independent Breeders

David Tristram



● "The introduction of new plant varieties requires detailed reporting, integrity, and a trustworthy company, I therefore recommend PlantHaven."

Richard Read, General Manager, Manor Nursery, Chichester, England (Gaillardia 'Fanfare' PP 15,892)

● "Enlisting PlantHaven to represent my plants has been one of the best decisions I've ever made."

Christy Hensler, The Rock Garden, Newport, WA (Vinca 'Illumination' PP 12,132)

● "PlantHaven is the most successful company we have ever dealt with in terms of long term success and, more tellingly for the record, the return of regular, substantial semi-annual checks."

Ray Brown, Managing Director, Plant World, Devon, England (Heuchera 'Crimson Curls' PP 13,729)

Some Statistics

- **Royalty Units: more than 25 million plants annually**
 - **Breeder Clients: 135**
 - **Number of Varieties Licensed: 296**
 - **Number of Varieties in Trials: around 784**
 - **Number of Licensees: 274**
- (Subject to change)

