



“DANZIGER – BREEDING at its BEST”

THE COMPANY:

Danziger – "Dan" Flower Farm began breeding, producing and marketing bedding plants more than twenty years ago. The company has aimed their target to be amongst the three leading companies for each of the products they deal with, while following their core values as they appear in the Company's Vision, one being to continue their status as a leading company. Danziger believes in innovativeness and keeps demonstrating extraordinary breeding over and over again with interesting bedding plant varieties.

Danziger sets high standards in the bedding plants industry. Danziger is not only innovative with the bedding plant products they offer but also with their marketing approach. They support their bedding plant varieties with high standard promoting campaigns, and an excellent distribution system through licensed brokers and leading companies around the world.

Danziger believes in 'One Stop Shopping', service without compromise and has high regard for their customers; loyalty to customers is Danziger's most important value. The company functions in a family atmosphere, which is well expressed also in their relationships built with their customers.

The list of products in which Danziger is considered as one of the leading in the bedding plants industry is a very long one, consisting of New Guinea Impatiens, Double Impatiens, Petunia, Calibrachoa, x Petchoa, Bacopa, Torenia, Jamesbrittenia, Bidens, Angelonia, Nemesis, Osteospermum, Argyranthemum, Scaevola, Brachycome, Diascia, Lobelia, Salvia, Portulaca and more.

As for the finished products, Danziger aims to bring the widest range of colors shapes and sizes in each of the cultivars it is breeding using conventional and advanced breeding techniques and constantly investing in research.

It is Danziger's belief that a good variety begins in a good grower, and it invests wide resources in technical assistance and professional publications for the benefit of its customers.

Danziger has been a pioneer in its marketing and advertising approach, additionally to being committed to the growers and to the production process as a way of supporting and making sure the varieties will succeed.

Danziger believes it is important to be well connected with the wholesaler; retailer and consumer levels, while understanding there are different needs and tastes.

Danziger realizes that a good variety requires strong marketing support, and therefore invests huge resources in supporting its varieties by investing in promotion campaigns as well as in exhibitions, marketing events and more.

Danziger is a constantly learning organization, which seeks to improve all the time, bringing upgraded products that can excel in the dynamic market we are all facing.



Danziger Innovations Ltd. is a bio-tech company, working in a close cooperation with Danziger “Dan” Flower Farm, and dedicated to the MemoGene™ technology. The technology has been developed through a Joint Venture between Danziger, Yissum and Prof. Vainstein’s lab at the Institute of Plant Sciences and Genetics of the Hebrew University of Jerusalem’s Faculty of Agriculture.

MemoGene™ is a groundbreaking viral-based tissue culture independent technology for precise plant genomic modification that can be applied to all plants without using common genetic engineering. The method is based on highly efficient viral vectors for DNA delivery, and on targeted endonucleases for nuclear and plastid genome manipulations. This platform can be applied to plants and cell cultures, to meet rapidly shifting trends in the areas of field and vegetable crops, horticulture, bio-fuels and phytomedicines, to name a few.

Current breeding methods are inefficient and include traditional methods of plant cross breeding, mutagenesis and genetic engineering. All are work-intensive, expensive and time-consuming, random and highly unpredictable, and are usually not suitable for tailor-made crops.

The MemoGene™ Solution bypasses current biotechnological barriers for precise genome editing and offers 3 main consumer applications in two validation phases:

Phase 1 – DNA Deletion: Viral-based targeted deletion of DNA is an extremely useful tool for the development and breeding of new plant varieties, especially in light of general genomic advances and due to its independence of tissue culture. As we should not expect it to be classified as genetic engineering it might not require approval of the various regulatory authorities (= rapid time to market). With this phase two main applications are available:

- a) **Targeted ID-ing:** Through deletion of readily identifiable segments of non-coding DNA (nuclear or plastid), a plant can be easily “tagged” for patentability. The Company expects that the ability to “mark” plant varieties will be of enormous benefit to breeders by reducing their royalty and income losses along with legal processes and associated high costs.
- b) **Targeted Mutagenesis:** Expression or suppression of specific plant traits will be achieved through deletion or alteration of gene (nuclear or plastid) activity, creating new commercially desirable “tailor-made” varieties.

Phase 2 – DNA Insertion/Substitution: In the coming future the company will be able to perform also Targeted Genetic Modification: Use of the new viral-based method of Genome Correction to create new characteristics in plants through site-specific substitution/addition of consequential DNA sequences to nuclear and plastid genomes. The key advantages over the common genetic engineering methods are: a generic process which requires only small modifications for use in different plants (no need for a very specific protocol for each crop or variety); no need for tissue culture steps; possibility of modifying traits controlled by DNA that is present in the nucleus and cell plastids (mitochondria and chloroplasts); applicable even in recalcitrant plants that have proven to be resistant to genetic engineering using other methods.

The chain of procedures carried out in our production layout is aimed to produce material free of diseases and viruses. Varieties chosen for commercial purposes undergo a series of tests for a range of viruses typical for that certain crop. Only after this, the mother stock is built from the material, or is supplied as mother stock material to our certified licensees to self-propagate under a signed royalty agreement.

All varieties are maintained in tissue culture at the company's laboratory in order to preserve them free of diseases and viruses. The lab provides the production department also diagnostic services for wide range of diseases and viruses. Furthermore, the lab produces mother plant material and supplies it as per requests /orders received from our customers worldwide.

The following crops are just a sampling of Danziger Flower Farm's innovative breeding program.

BACOPA - Scopia[®] series, especially the Gulliver varieties, bring breeding innovation to new frontiers. Enormous flowers over 1 inch in diameter define the Gulliver series. Danziger as a breeder maintains the highest standard of quality. 2011 additions to Danziger's Giant Flowered Gulliver Series include Gulliver Blue, Gulliver Dynamic White and Gulliver Silver. These superior selections have been chosen for their extraordinary compact growth habits. This eliminates any need for PGR applications saving growers time and money during the production cycle. Additionally, Gulliver Blue, Dynamic White and Gulliver Silver varieties are the perfect product selections for fast and reliable 4½" pots. If you are a grower these are must try varieties!



Bacopa Scopia[®] Gulliver Silver

PETUNIA - Littletonia™

a Miniature-Flower



Petunia hybrida, has plants that are covered with attractive miniature blossoms. Flower size is approximately 1½ inches in diameter. Every variety in the Littletonia™ series has been bred for natural compactness. No PGR applications. Littletonias make a great calibrachoa substitute where pH issues that often occur in production and for the home gardener. Plants are self-cleaning, easy to grow, sun-loving and self-maintaining, making Littletonia™ very desirable to both the commercial grower and the home gardener. New varieties for 2010/2011 are Littletonia Merlot, Purple Blue, Dark Eyed Lady, Shiraz, Blue Vein and Sweet Sherbet. There are 19 different colors to choose from in the series.



Petunia Littletonia™ Dark Eyed Lady

PETUNIA - Ray™ is a large

flowered tightly branched

Petunia hybrida. Flower size measures approximately 3½

inches in diameter. Breeding is focused on its tight-mounded habit as well as superior garden performance, dependable plant vigor, improved heat tolerance and good disease resistance. Color output is amazing and was an essential key to the Ray's success and acceptance into the market. Ray™ a premier Petunia. New additions to the Ray series are Pink and Rim Purple.



Petunia Pink Ray

DOUBLE IMPATIENS -

Musica™ a spectacular Double

Impatiens walleriana series, is

an amazing result of Danziger's intensive efforts and innovative breeding programs. Fully double, delicately formed rose

bud flowers deliver a continuous dazzling display of irresistible color. The Musica™ series is

universally embraced by commercial growers in Europe, the United States and Canada. Bred for short internodes, the Musica series exhibits

superior stem strength. Flower buds are tightly stacked on the stem tips insuring a sustained blooming canopy. There are 12 new Musica™ variety introductions for the 2010/2011 season, including two purples! They are Princess Pink, Pink Bride, Pure White, Rosy Red, Pink Silk, Orange Touch, Elegant Red, Magenta (Purple and White Bicolor), Fine Purple, Orange Energy, Bicolor Salmon, Bicolor Cherry, Bicolor Dark Red, Bicolor Pink, Bicolor Rose and Spicy Red.



Impatiens Musica™ Pure White

x Petchoa, Calitunia[®] Danziger was the first breeder to introduce to the world, the Calitunia[®] – brand name. x Petchoa, is a cross breeding between Petunia and Calibrachoa. Years of research, development and rigorous testing went into creating Calitunia[®]. Flowers are Calibration size and the plant appearance is that of Petunia. This is an impressive scientific achievement. Calitunia eliminates the pH sensitivity issues that are so common in Calibrachoa delivering a superior product to your customer the end user. Calitunia combines only the best traits of both crops. Available colors are Purple and Pink.



x Petchoa Calitunia[®] Pink

CALIBRACHOA – Noa[™], Calibrachoa hybrida, will flower in short 10 hours days! Danziger's Noa[™] varieties are well established in the market place and are universally known to growers for legendary garden performance, dependable plant vigor, superior heat tolerance and improved disease resistance. Plants are adorned with an abundance of attractive blossoms. Noa's flower size is approximately 1½ inch in diameter delivering both appeal and reliability. The Noa series includes 32 breeding innovations. Eight of them are new for 2010/2011. They are Red Glaze, Sunrise, Sunset, Salmon, Orange Blossom, Black Purple, and Red Wine.



Calibrachoa Noa[™] Mega Violet

The Noa[™] Mega sub-series also includes New Mega Violet, Mega Magenta and Mega Pink. Mega varieties have much larger flowers approaching 2¼ inch in diameter.

Visually evident from a distance, Noa[™] Dark Pink Carnival, the first of its kind, combines a pure white center with a vivid hot pink color. Just one look at this new Calibrachoa and you will see the difference! Reliable and continuous blooming, Dark Pink Carnival makes for an impressive looking Calibrachoa. The Noa[™] series features a tight-mounded semi-trailing habit.

In conclusion, we would like to restate...



Our Core Values:

Innovation & Daringness
Excellence & Expertise
Constant Learning & On Going Innovation
Fair Business & Commitment to Customers
Commitment to Employees
Family Atmosphere & Teamwork

Our Vision:

Danziger – 'Dan' Flower Farm specializes in research and development of new varieties and cultivars, intends to preserve and promote its status as a worldwide leader in breeding, marketing and production of propagating material ornamental plants and flowers. We will reach this goal with advanced Israeli and global research, innovativeness, excellence, diligence, daringness and determination while being personally committed to our customers and employees, conducting fair dealings and having high respect for nature. We the company's employees are fully devoted to our work and creations at all times.