

# SUCCESSFUL LAUNCH LONG TERM VALUE



## HAPPY CONSUMERS

Positive Experience  
Demand & Pricing Power  
Negative Experience  
No Demand

Consumer Focused Marketing  
Create Emotional Attachment

**RETAILERS**  
Consumer  
Merchandising

**BREEDING PROGRAM**  
Develop New  
Varieties

**SALES COMPANIES**  
Promotion  
Retail  
Food Service  
Wholesalers

**NURSERY**  
Test Plots  
Trees  
Wood

**PACKING COMPANIES**  
Facilities  
Machinery  
Storage

## SUCCESSFUL GROWERS

Biggest Investment  
Land  
Equipment  
Farming Costs

Grower Support  
Ensure Highest Quality



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