

Driscoll's®

Berries IN BUSINESS



BIGGER THAN *Bananas*
& HOTTER THAN *Chocolate*

Driscoll's
Berries
IN BUSINESS

CONSUMER CENTRIC BREEDING

A different perspective



FROM FIELD TO FORK

RESEARCH & DEVELOPMENT



VARIETY TESTING



NURSERY & PLANT SUPPLY



QUALITY CONTROL



PRODUCTION



LOGISTICS & WAREHOUSING



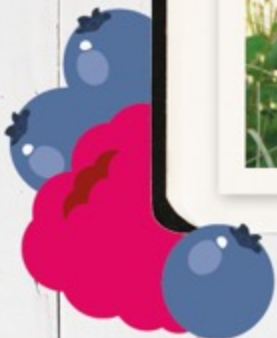
IN-STORE



PLACE OF CONSUMING



OUR FUTURE CONSUMERS



TO STAY RELEVANT WE NEED TO ANTICIPATE



CONNECTING CONSUMER AND BREEDING



CONSUMER 2026



RESEARCH & DEVELOPMENT



DIFFERENT DEVELOPMENT PERSPECTIVE

CONSUMER



RESEARCH & DEVELOPMENT



PRODUCTION



CENTRALIZING THE CONSUMER

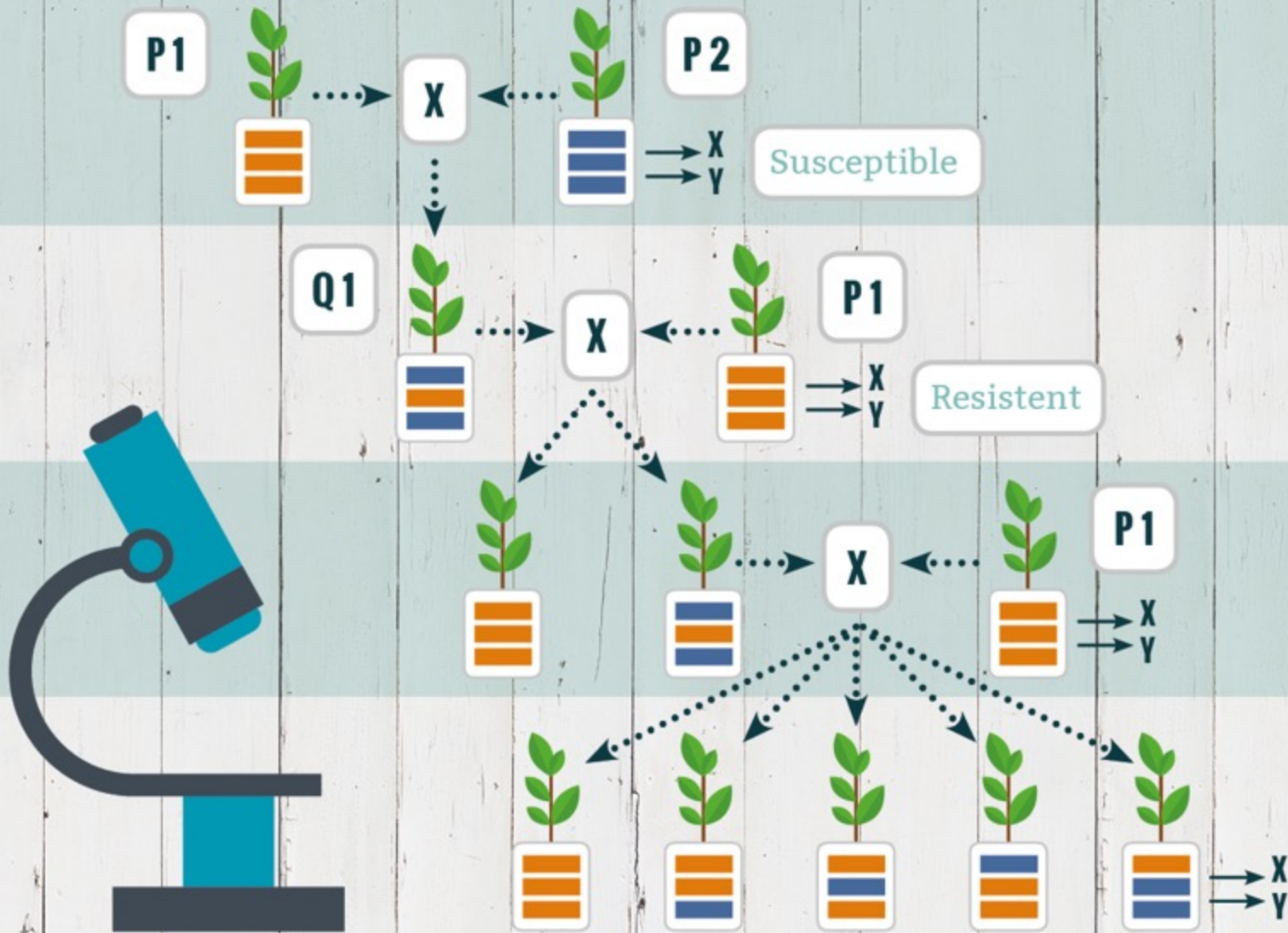
I don't...
I believe...

People expect from...

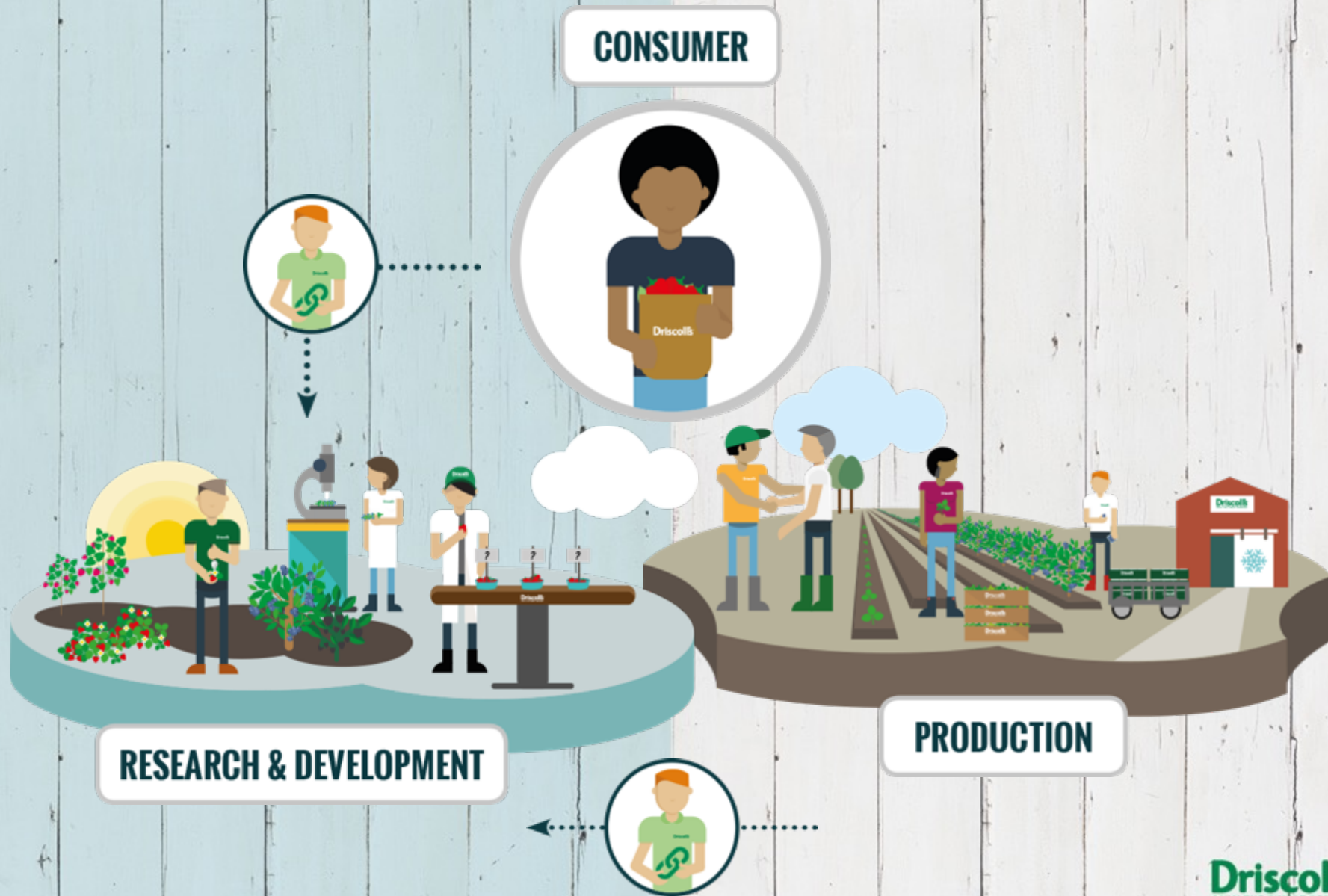
I choose...
I behave...



AND THE TECHNOLOGY IS WITH US...



CONSUMER CENTRIC STRATEGY AT BREEDING



BERRY VARIETY LAUNCH BASED ON CLEAR CONSUMER INSIGHTS & A GO TO MARKET PLAN

CLEAR CONSUMER INSIGHTS ✓

GROWER PROFITABILITY ✓

QUALITY PERFORMANCE ✓

GO TO MARKET PLAN ✓



IN-STORE



THANK YOU!

Driscoll's
Berries
IN BUSINESS

