





The Amorentia Sweet Dragon Fruit Marketing Company

A unique, grower-owned marketing opportunity



Amorentia Sweet Dragon Fruit

Why we're different

The 'old', bland tasting Dragon Fruit selections, leave the consumer largely disillusioned with this remarkable fruit. The Trade Marked **Amorentia Sweet Dragon Fruit (ASDF)** selections, are delicious & sweet & leave consumers excited & wanting more!

Planting these **TM** selections from **Amorentia Nursery**, gives growers a unique marketing opportunity by offering shares in an independent, grower owned Marketing Company, **Amorentia Sweet Dragon Fruit Marketing Company (Pty) Ltd.**

Grower/shareholders, elect 3 grower directors.



The Marketing Company

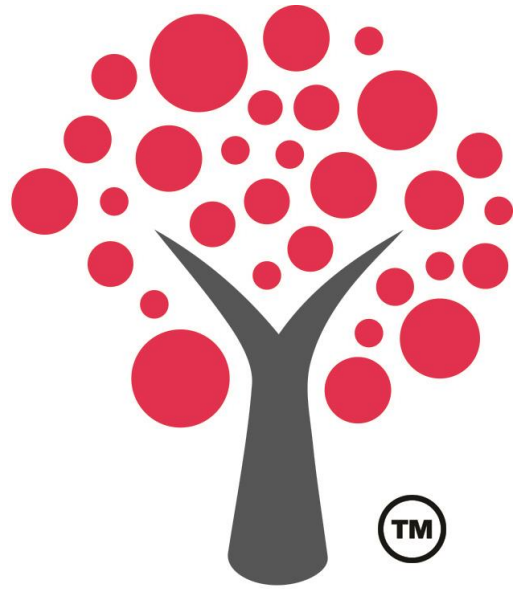
A unique, grower-owned marketing opportunity



The Marketing Company (MC) is a majority, grower-owned company, the board, elected by the shareholders, decides on the appropriate marketing channels for **Amorentia Sweet Dragon Fruit (ASDF)** produced by the growers.

The **MC**, through advertising and promoting these new **Trademarked**, Sweet Dragon Fruit selections, aims to differentiate **ASDF** from the old bland tasting selections, in order to rebuild consumer confidence.

Each **ASDF** branded fruit will have the **Amorentia** red tree sticker on its skin. This enables the consumer to instantly recognise ASDF as being superior in taste and quality. The aim is that **ASDF**, selections will, in time, deliver higher returns to growers.



The Marketing Company

ASDF fruit production is in its infancy and, the enthusiasm, for our **ASDF** selections continues to grow, demonstrating the massive opportunity for current and potential **ASDF** growers.

Presently, the **ASDF Marketing Company** is in discussions with The Fruit Farm Group, RSA Market agents and Woolworths to determine the appropriate Marketing channel for current and future production.

Marketing Company Advantages

Creating an identifiable brand, easily allows the consumer to differentiate the 'new' **Amorentia Sweet Dragon Fruit**, from 'old', bland tasting fruit, by ensuring,

- Strength in numbers = growing an industry, creating a demand, determining our value and securing consumer confidence.
- Sharing of ideas and knowledge among shareholder-members.
- IP transfer directly from **Amorentia Nursery**.
- The appointed Field officer/s offers in-field advice and statistics with coordinated research, in due course.
- The development of management tools.
- Direct access to market .
- The development of common, brand recognizable Packaging knowledge.
- Exclusive, shareholder membership, with best possible return on investment.



Grower's Shareholding in Amorentia Sweet Dragon Fruit Marketing Company



- **Amorentia Sweet Dragon Fruit** will be marketed and sold under the brand
- All fruit will be packaged in uniform, branded packaging
- All fruit sold will be levied @ 5% of net return to grower, payable to the **MC**
- All levies are paid to the **MC**.
- Distributable dividends from the **MC** are paid out to the Shareholders
- Such payments authorized by the Directors of the **MC**

Available Amorentia Selections

Amorentia
SWEET DRAGON FRUIT



Sweet India



www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Fushia



www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Azalea



www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Ballet



www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Cloud



www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Blood



www.amorentia.co.za



Available Amorentia Selections

Amorentia
SWEET DRAGON FRUIT



Sweet Snow

 
www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Flamingo

 
www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Fiery Kiss

 
www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Pink Moon

 
www.amorentia.co.za



Amorentia
SWEET DRAGON FRUIT



Sweet Coral

 
www.amorentia.co.za

