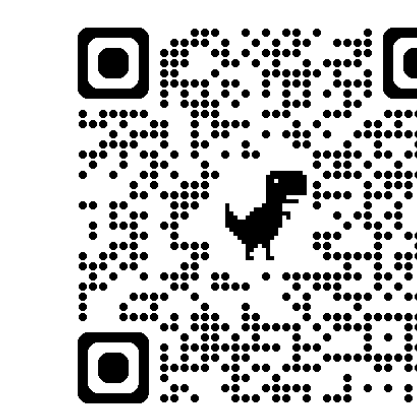
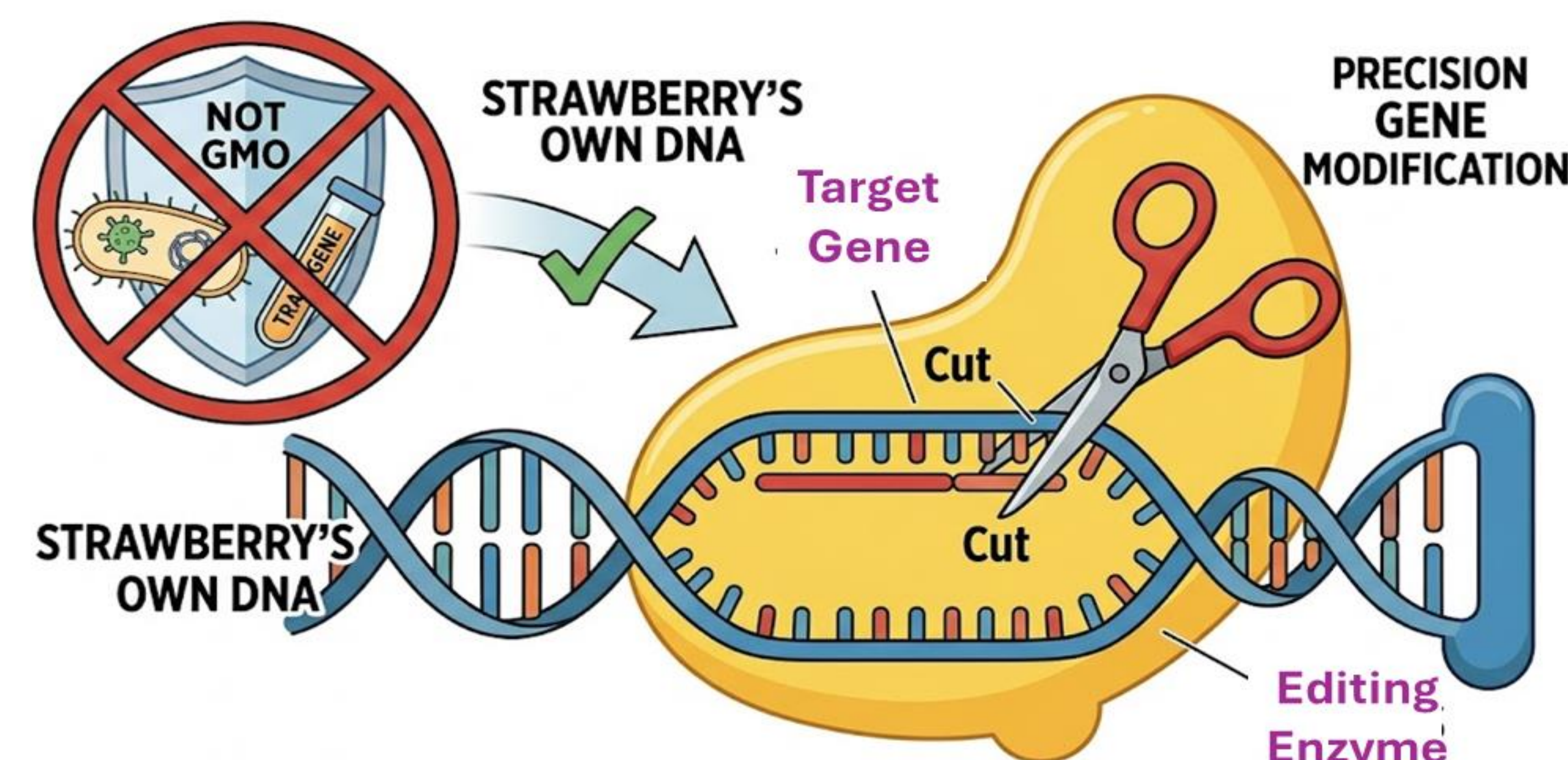




WHAT IS CRISPR GENE EDITING? The Precision Breeding Advantage.

- CRISPR (Clustered Regularly Interspaced Short Palindromic Repeats) is a gene-editing technology that allows scientists/breeders to make precise changes to DNA within plants.
- It is a highly efficient, Non-GMO technology that makes the necessary changes without introducing foreign genes.



NOT GMO – Works With Strawberry's Own DNA



DIRECT BENEFITS FOR FLORIDA STRAWBERRY GROWERS

Neopestalotiopsis Resistance



Gene Editing
OCP3



Improved 'Florida Brilliance':
All other traits PRESERVED!

Runner Management



Gene Editing
LAM1



Improved 'Florida Brilliance':
All other traits PRESERVED!

Fruit Quality (Botrytis)



Gene Editing
WRKY



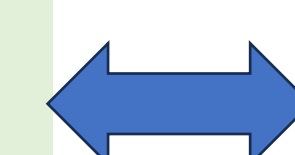
'Florida Brilliance'

Improved 'Florida Brilliance':
All other traits PRESERVED!

REGULATIONS & POLICIES FOR CRISPR GENE EDITED CROPS

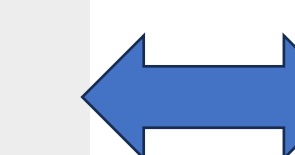
USDA (U.S. Department of Agriculture)

- The Focus: Ensuring plant health and agricultural integrity.
- The Benefit: Under the SECURE Rule, CRISPR edits mirroring traditional breeding are exempt from regulation.



EPA (Environmental Protection Agency)

- The Focus: Ensuring ecological safety and environmental balance.
- The Benefit: Traits within the plant's natural gene pool qualify for fast-tracked notification, bypassing time-consuming reviews.



FDA (Food and Drug Administration)

- The Focus: Ensuring the highest standards of food safety and nutritional quality.
- The Benefit: Same standards as traditional foods with voluntary pre-market verification for transparency.