

2017 Visitor's Guide

Please Read Before You Begin Your Tour

This is the Johnny's research farm, where we conduct our breeding & variety trials. Please read the guide carefully, as it contains important information and helps ensure your safety and the integrity of our research. Here are some "ground rules":

- 1) **Signs:** Please observe all posted signs and placards. They contain important information for you.
- 2) **Field Entrance Restrictions:** Enter at the main gate and walk along grass areas and farm roads only. DO NOT WALK THROUGH FIELDS. Please see the map for location of the Main Gate.
- 3) **Greenhouses:** Due to risk of contamination, please do not enter any greenhouses.
- 4) **No Smoking:** Johnny's trial farm is a tobacco-free environment. Tobacco products are not permitted on the trial grounds due to the risk of transmitting certain plant viruses to our research crops. Thank you for your cooperation.
- 5) **Pets:** Please leave your pets in your vehicle while at the farm. We encourage you to park in the shade for your pet's comfort.
- 6) **Farm Equipment:** Please be aware of farm equipment. Johnny's is a working farm.
- 7) **Restrooms:** Please see the map for available external lavatories.

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FOR FIELD MAP

Thank you for your cooperation. We hope you enjoy your visit!

A Note About Next Season

Please note that beginning next summer, we will no longer be able to accommodate self-guided tours due to safety, liability, and related concerns. We plan to offer more regularly scheduled tours of the farm so that we can continue to welcome our customers. Please check our website next spring for further information.

Johnny's History

- 1973 – While growing vegetables for market at a small farm in New Hampshire, 22 year-old Rob Johnston recognizes an opportunity for a new kind of seed company - one that will find the best-tasting and easiest-to-grow varieties and sell them to American gardeners. He calls his start-up company Johnny Apple Seeds.
- 1974 – Working from his parents' home in Massachusetts, Rob issues the first Johnny Apple Seeds catalog. After hearing from another company that it holds the trademark on the name Johnny Appleseeds, Rob changes his business name to Johnny's Selected Seeds.
- 1975 – Acquisition of the farm in Albion, Maine.
- 1976 – The Johnny's Selected Seeds logo, still used today, makes its first appearance.
- 1979 – The catalog is rewritten to be a grower's handbook, and bulk seeds are offered for the first time in response to demand from market gardeners and farmers. The Albion farm is certified organic by the Maine Organic Farmers and Gardeners Association.
- 1982 – Johnny's farm is selected as an All-America Selections trial grounds, one of about 20 in North America for vegetables.
- 1984 – Flower seeds are added.
- 1986 – Johnny's introduces seven new classes of vegetables including French radishes, French filet beans, European cucumbers, radicchio, mache, and other unusual "gourmet" items.
- 1993 – 'Baby Bear' pie pumpkin is chosen as an All-America Selections (AAS) winner – the first time Johnny's wins this prestigious award for our breeding work.
- 1994 – The catalogs are printed in full color.
- 1996 – Medicinal herbs are added.
- 1998 – 'Bright Lights' Swiss chard is chosen as an AAS winner. Johnnyseeds.com joins the worldwide web.
- 2000 – Johnny's joins the Safe Seed Initiative, pledging that it will not knowingly buy or sell genetically-engineered seeds or plants.
- 2002 – Johnny's breeding work produces another AAS winner, 'Diva' seedless cucumber.
- 2003 – Johnny's consolidates its offices and warehouse in Winslow, Maine eight miles from the Albion farm.
- 2004 – 'Sunshine' Kabocha winter squash is chosen as an AAS winner.
- 2005 – 'Bonbon' buttercup squash is chosen as an AAS winner. Rob Johnston and his wife, Janika Eckert, donate a conservation easement on the Johnny's farm in Albion and on an additional 45 acres of farmland they own nearby. The easements with Maine Farmland Trust insure that the land will never be developed or used for any purpose other than farming.
- 2006 – 'Carmen' sweet specialty pepper is chosen as an AAS winner - the sixth winner bred by Johnny's. Johnny's begins the transition to employee ownership, with Rob and Janika selling shares to an Employee Stock Ownership Trust.
- 2009 – 'Honey Bear' acorn squash, bred by Brent Loy of the University of New Hampshire, is an AAS winner. Johnny's exclusively produces and markets the seeds. As of October 2009, Johnny's employees own 30.4% of the Company and are on schedule to continue to full employee ownership by 2016.
- 2011 – Our growing Contact Center and administrative offices move to Fairfield, Maine.
- 2012 – The company transitions to 100% employee ownership, four years ahead of plan.
- 2013 – Johnny's recognizes 40 years of providing superior products, information, and service to our community of growers. Founder and Chairman, Rob Johnston Jr., proudly states, "We will continue to work, today and into the future, as a community with you, your family, and your customers and friends. When the boundaries between all of us get blurred, that's when it's best."
- 2014 – 'Butterscotch PMR' butternut squash is chosen as an AAS winner. Johnny's welcomes plant breeder Dr. John Navazio to our breeding team.
- 2015 – 'Escamillo' and 'Cornito Giallo', two sweet pepper varieties are chosen as AAS winners.
- 2016 – Janice Eckert, Johnny's Selected Seeds Breeder, was awarded the 2016 All-America Selections Breeder Cup.



Rob Johnston - Mid 70's



Johnny's Selected Seeds in 1985

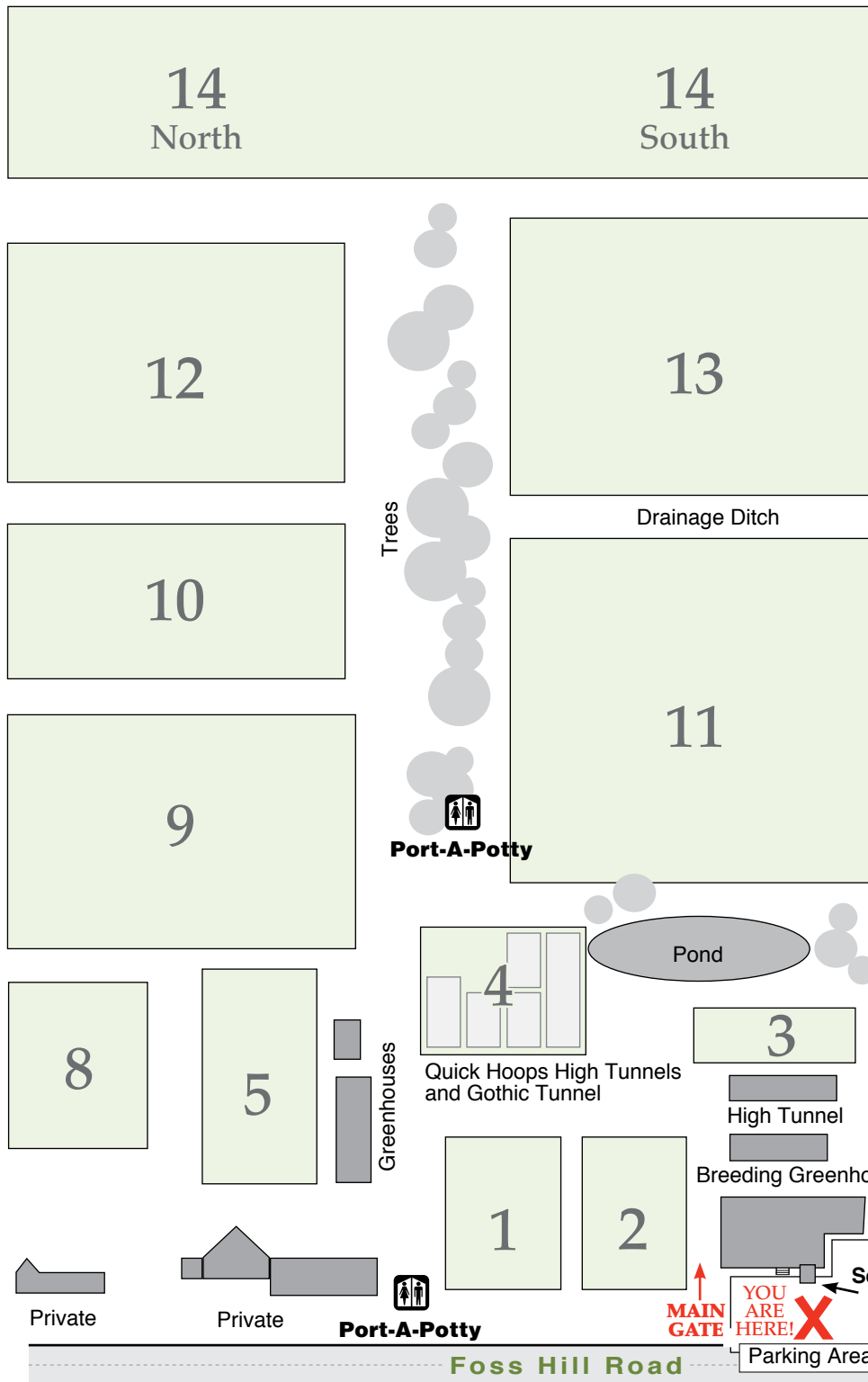


Aerial view of JSS farm in 2005

Self-Tour Farm Guide

This field map depicts the fields at Johnny's "home farm" on Foss Hill Road. This farm is the home of Johnny's research and a portion of the seed production. Refer to the key at right to identify the location of this year's crops. The key may vary from the crops that you see in some fields at the time of your visit.

FIELD ENTRANCE RESTRICTIONS: Enter at the main gate and walk along the grass areas and farm roads only.
PLEASE DO NOT ENTER GREENHOUSES and DO NOT WALK THROUGH FIELDS!



2017 Field/Greenhouse Guide

(t)=Trials (b)=Breeding (p)=Production

Field #	Crop
1	Flowers (t)
2	Salad Burnett, Chives & Perennials (t)
3	Perennials (t)
4	High tunnels (t)
5	Onions, Baby Leaf Lettuce, Carrots, Spinach, Beets, Swiss Chard, Turnips, Radishes (t)
8	Onions, Carrots, and Spinach (b) <i>There are no Fields 6 or 7</i>
9	Broccoli (t), Cabbage (t), Cauliflower (t), Chinese Cabbage (t), Hot Peppers (b), Peppers (t), Lettuce (t), Chicory (t), Kohlrabi (t)
10	Tomatoes, Brussels Sprouts, Onions, Leeks, Celery/Celeriac, Collards, Kale, Beans, Greens, Parsnips, Rutabaga, Scorzonera, Sprouting Broccoli, Flowers, Brassicas, Artichoke, Vines (t)
11	Cucumbers (t)
12	Broccoli, Cabbage, Cauliflower, Chinese Cabbage, Fennel, Kale, Greens, Carrots, Beets, Radishes (t)
13	Melons and Tomatoes (t)
14 North	Celosia (t), Peppers (p)
14 South	Peppers (p)
W-1	Corn (t), Peas (t), Bright Lights Swiss Chard (p), Tomatoes, Peppers (p)



CAUTION: Please be aware that we use electric fencing on some parts of the farm. For your protection, **DO NOT TOUCH** any fencing you may find on your tour of the fields.

Why Buy From Johnny's?

Because Johnny's is with you every step of the way.

1. We are committed to your success. Our meticulous breeding efforts and rigorous trialing have resulted in products that you can trust to meet your expectations.



2. Johnny's **100% satisfaction guarantee** applies to our seed products as well as our tools and supplies. We test a sampling from all seed varieties at regular intervals to ensure that the seed meets Johnny's germination standards, which are intentionally set higher than the Federal minimum standards. We disease test based on applicable regulatory and industry standards. We guarantee that what you plant will grow and produce.

3. We are committed to helping you grow the best crops possible. We have compiled detailed technical and growing information obtained from decades of thorough research and testing as well as from the expertise of our product managers.



4. Prompt, friendly, courteous service is just a phone call away. Many of our customer service representatives are Master Gardeners, and all are knowledgeable in growing and gardening. They can answer your questions and give you sound advice.



Johnny's research, trials, and breeding programs are dedicated to developing and finding the best possible varieties for its customers. The Albion farm is also an official All America Selections vegetable and flower trials site.

Trials: Each year Johnny's trials between 3,000 and 4,000 varieties in an effort to supply customers with only the best-performing and best-tasting varieties that Johnny's can find. Trials are conducted on the Albion farm as well as on cooperating farms throughout North America. Vegetable varieties are judged and selected on criteria such as vigor; earliness; appearance; disease, insect, and environmental stress tolerance; and last but not least, flavor. Flower varieties are selected based on suitability for cutting, drying, and use as edible flowers. Herbs are selected based on those best suited to both culinary and medicinal use.



Plant Breeding: Johnny's breeding program is dedicated to finding specialty, niche varieties that meet its customers' needs and high standards. Presently, Johnny's breeding program includes tomatoes, peppers, pumpkins, lettuce, and summer and winter squash. From start to finish it takes 8-10 years to develop a new variety, but the results are well worth the painstaking time and research required. So far, Johnny's has produced 10 All-America Selections winners from its diligent breeding efforts.

Why We Do the Breeding Work at Johnny's *by Rob Johnston, Jr.*

Our mission at Johnny's Selected Seeds is "Helping families, friends, and communities to feed one another by providing superior seeds, tools, information, and service."

In our efforts to provide "superior seeds," the research, production, and marketing people at Johnny's work to develop, produce, and offer seeds of improved varieties. Our core customers are:

- 1) the mixed market gardener, and
- 2) the avid home gardener.

If you think about it, they typically grow a wide variety of crops and aren't apt to have ideal weather or soil, or perfected skills to grow all of them, but they still want to end up with good yields of high-quality produce, particularly good-tasting produce. So, it's our objective to provide the seeds that will best help them do that.

The crux is this: the varieties have to be both easy to grow in a range of climates and soils, and good tasting.

The two keys to our providing those varieties are our cooperators and our own plant breeding program.

We have dozens of relationships with individuals we call "cooperators": breeders and seed producers of innovative vegetables, herbs, flowers, berries, and farm seeds and tools. Each year we grow and evaluate "trials" of all of the important crops. A "trial" is where we grow side-by-side and compare new varieties from these cooperators, current Johnny's varieties, new experimentals from our breeding programs, and our competitors' best varieties. A trial is our proving ground, the main tactic in our decision-making about changes in the product line.

Vegetables are our largest product category. Most vegetable breeding is geared towards the big acreages in the primary commercial production areas. Using North America to illustrate, lettuce breeders typically focus on California and Arizona climates with bright, dry conditions; tomatoes for fresh consumption are mostly bred for the big acreages in dependably sunny and warm Mexico and Florida.

Sometimes one of these varieties will satisfy our easy-to-grow and good-tasting requirements and will make a good candidate for our product line. Not always, though. So we try to focus our plant breeding efforts at Johnny's on the niches left unfilled by other breeders with whom we cooperate.

For example, hot weather tolerance isn't an objective of a typical lettuce breeder, leaving an important need of many of our customers unfilled. So, it's one of the most important goals in our lettuce breeding at Johnny's. The same goes for resistance in tomatoes to fungal foliar diseases: early blight, late blight, and Septoria leaf spot.

Thank you for reading. And thank you for your business. We are interested in hearing your questions & your suggestions.

Sincerely,

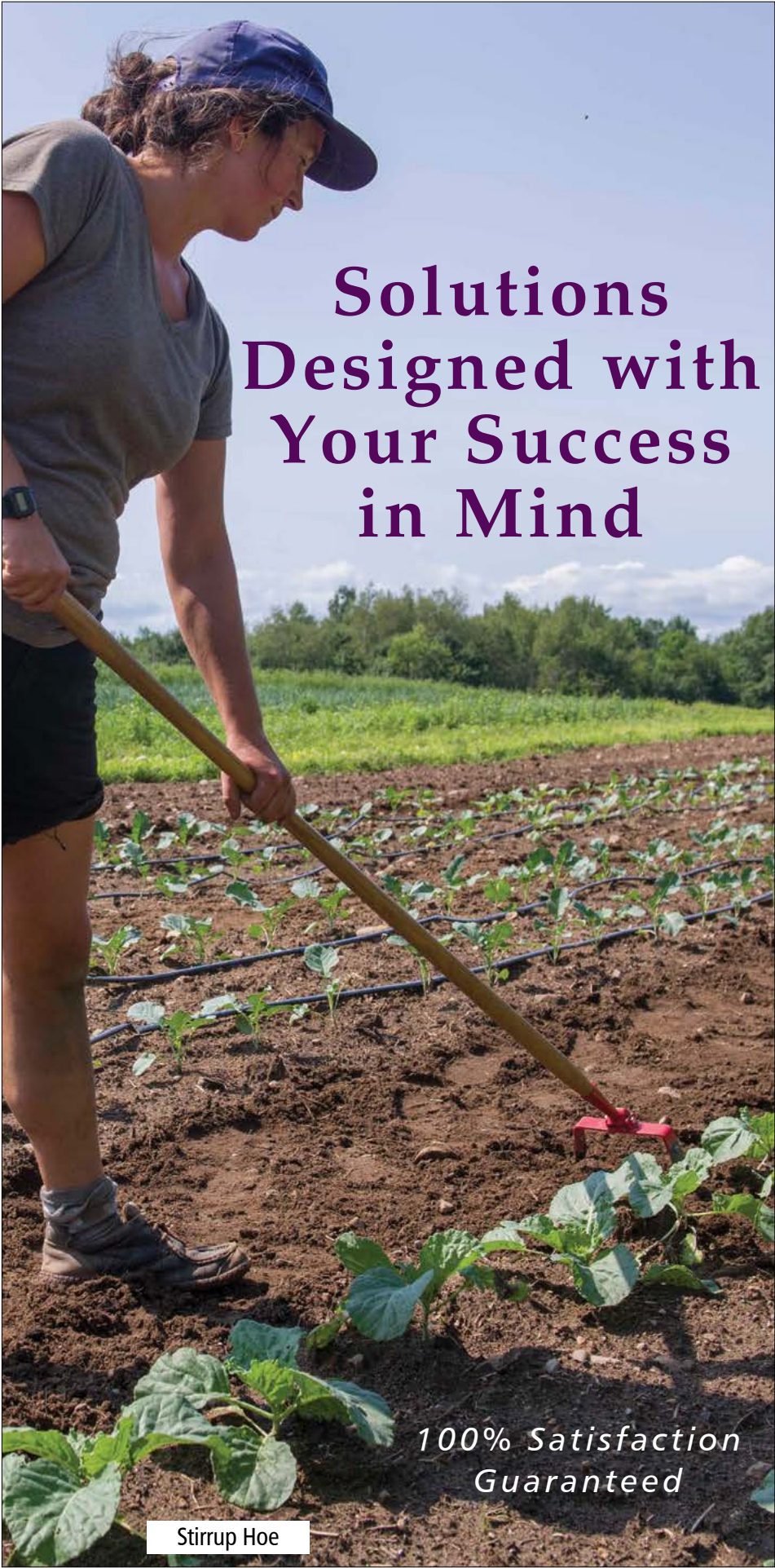


Rob Johnston, Jr.

Founder, Chairman, Plant Breeder



Rob Johnston, Jr.



Solutions Designed with Your Success in Mind

Stirrup Hoe

*100% Satisfaction
Guaranteed*



Johnny's 727 Broadfork



Seedbed Roller & Dibbles



Jacto 4-Gal. Agitating Backpack Sprayer

Johnny's Tools and Supplies Philosophy

At Johnny's Selected Seeds we strive to bring you the finest products, information, and service available. Our philosophy for Tools and Supplies is no exception. We are constantly updating and improving our selections to provide you with the tools you need to get the job done.

Extensive Trialing



The "Selected" component of our name refers to the comparison trialing we conduct in order to select and offer only the top performing products. Tools and Supplies testing ranges from a simple functional or operational test, to extensive multi-season field trials, such as the ones we conducted to bring you products like Red Mulch and the Quick Hoops™ Benders. Our goal is to ensure that the products will perform as expected, under real growing conditions.

Focused Development



Johnny's is an industry leader in the development of appropriate technology and tools scaled to benefit the direct market grower. Our process is designed to ensure that the products you purchase are top quality, highly functional, and meet your production needs. Many new ideas come from customer feedback, collaboration with industry experts like Eliot Coleman, groups like Farm Hack, and the recent Slow Tools Summit. We will expand these efforts in coming years and continue to create and offer viable solutions for you.

Key Information



We provide supporting documentation and detailed information to help you to be successful as part of our development process.

Exclusive downloadable media on our website Johnnyseeds.com

- Specimen labels
- MSDS sheets
- OMRI certificates for our pest and disease control products
- Printer-friendly instruction manuals
- 'How-to' videos
- Cost calculators
- Construction photo galleries



"We work with growers, for growers."

-Adam Lemieux,
Johnny's Tools and Supplies Product Manager

See our Quick Hoops™ high tunnels in Field #4



Directions To Johnny's

After your tour of the farm, stop by our Retail Store in Winslow and pick up some seeds, tools, or supplies for your growing season. Directions to the store from the farm are below.

Store Hours: Monday through Friday, 8:30 a.m.–5:00 p.m.

Store Phone: 1-207-238-5327

Store Email: rstore@johnnyseeds.com



From Johnny's Trials & Research Farm in Albion, to Johnny's Retail Store in Winslow:

Foss Hill Road to 955 Benton Avenue

Turn right out of Johnny's parking lot and head north on Foss Hill Road about 1.1 miles. Turn left onto Albion Road for 2.0 miles. Turn left to stay on Albion Road. Take ME-100 S/ME-11 S to Kennebec River Rd/River Road for 2.1 miles. Turn right onto Falls Road then take a quick left at the stop sign onto ME-139 West for 0.2 miles. Turn left onto ME-100 S/ME-11 South then take a slight right to stay on ME-100 S/ME-11 South. Take a left onto Benton Avenue at the first red light. Proceed for another 1.2 miles and Johnny's Retail store will be on the left.

From Johnny's Business Office in Fairfield, to the Trials & Research Farm in Albion:

13 Main Street to Foss Hill Road

Turn left out of Johnny's Fairfield parking lot onto Main Street. Travel about .9 miles to the traffic light in downtown Fairfield. Turn right onto ME-11/ME-100/ME-139/Bridge Street going across the bridge. Continue straight on ME-11/ME-100/ME-139/Bridge Street, which turns into ME-11/ME-100/Neck Road for 2.2 miles. Turn left at the "T" onto Clinton Road for .2 miles. Take first right onto ME-139/Sebasticook Bridge Road for .2 miles. At the "T", turn right onto Falls Road, then make a quick left onto Albion Road. Continue on Albion Road for 1.3 miles, at which point you will need to make a right-hand turn to stay on Albion Road. Proceed for another 2 miles. Turn right onto Foss Hill Road.

From Johnny's Trials & Research Farm in Albion, to the Johnny's Business Office in Fairfield:

Foss Hill Road to 13 Main Street

From the parking lot of the large, one-story gray and white building in Albion, turn right onto Foss Hill Road for .9 miles. Turn left on to Albion Road. Continue on Albion Road for 3.3 miles. Turn right onto Falls Road and make a quick left onto Sebasticook Bridge Road across the small bridge. Turn left onto and veer to the right onto ME-100/ME-139/Neck Road. Continue on ME-11/ME-100/ME-139/Neck Road as it turns into ME-100/ME-139/Bridge Street going across the bridge into Fairfield. Turn left at the traffic light in downtown Fairfield onto ME-11/ME-100/ME-201/Main Street for .9 miles. Turn right at Johnny's Business Office across the street from the large brick factory of Huhtamaki.

Order From Johnny's Today!

Visit us online: Johnnyseeds.com for all of our varieties, tools, growing information, how-to videos, and more!

Call us toll-free: 1-877-564-6697 (within U.S. and Canada) or 1-207-861-3900 (outside the U.S.)

Fax: 800-738-6314

Email: service@johnnyseeds.com

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