



2009 Visitor's Guide

Please Read Before You Begin Your Tour

*For the safety of yourself, your pets, and Johnny's farm crew,
we ask that you please observe a few "ground rules":*

- 1) **Fields:** While touring the fields, please stay on the grass walkways or farm roads only.
- 2) **Pets:** Please keep pets leashed at all times and clean up after your pet as needed.
- 3) **Signs:** Please observe all posted signs and placards. They contain important information for your and your pet's safety.
- 4) **Farm Equipment:** Please be aware of farm equipment. Johnny's is a working farm.
- 5) **Restrooms:** Please see the map for available external lavatories.
- 6) **Guided tours:** Please call the retail store at 1-207-861-3999 to schedule a tour.

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

Why Buy From Johnny's?

That's a great question and we have an answer! There are many reasons why you should consider Johnny's for all your growing and gardening needs and how buying from Johnny's benefits you, but here is our condensed version (we know you would rather spend your time growing, not reading!):

1. We are committed to your satisfaction. Professional and expert research including meticulous breeding, rigorous trialing, and painstakingly selected products. You can trust that the products you buy from us will meet your expectations.
2. We guarantee that what you plant will grow and produce. Our quality-assured products are tested at regular intervals to make sure they meet standards that are higher than both the State of Maine and the federal government. Johnny's seed germination rates and product performance are exceptional.
3. We are committed to helping you grow the best crops possible. Detailed technical and growing information obtained from decades of thorough research and testing as well as from the expertise of our product managers.
4. We are committed to helping you as best we can. Prompt, friendly, courteous service. 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.

Three Easy Ways To Contact Johnny's:

1. Visit us online at **Johnnyseeds.com** for all of our varieties, tools, growing information, and more!
2. Visit our retail store in Winslow, Maine year-round!
(**view map on page 6**)

February 16, 2009 through June 27, 2009

Open Monday – Friday 8:00 a.m. to 6 p.m.
and Saturday 8:30 a.m. to 5 p.m.

June 29, 2009 through February 12, 2010

Open Monday, Thursday, and Friday 8:30 a.m. to 5:00 p.m.

Phone: 1-207-861-3999

Email: rstore@johnnyseeds.com

3. Give us a call toll-free (within the U.S. and Canada) at
1-877-Johnnys (564-6697)
or 1-207-861-3900 (outside the U.S.)



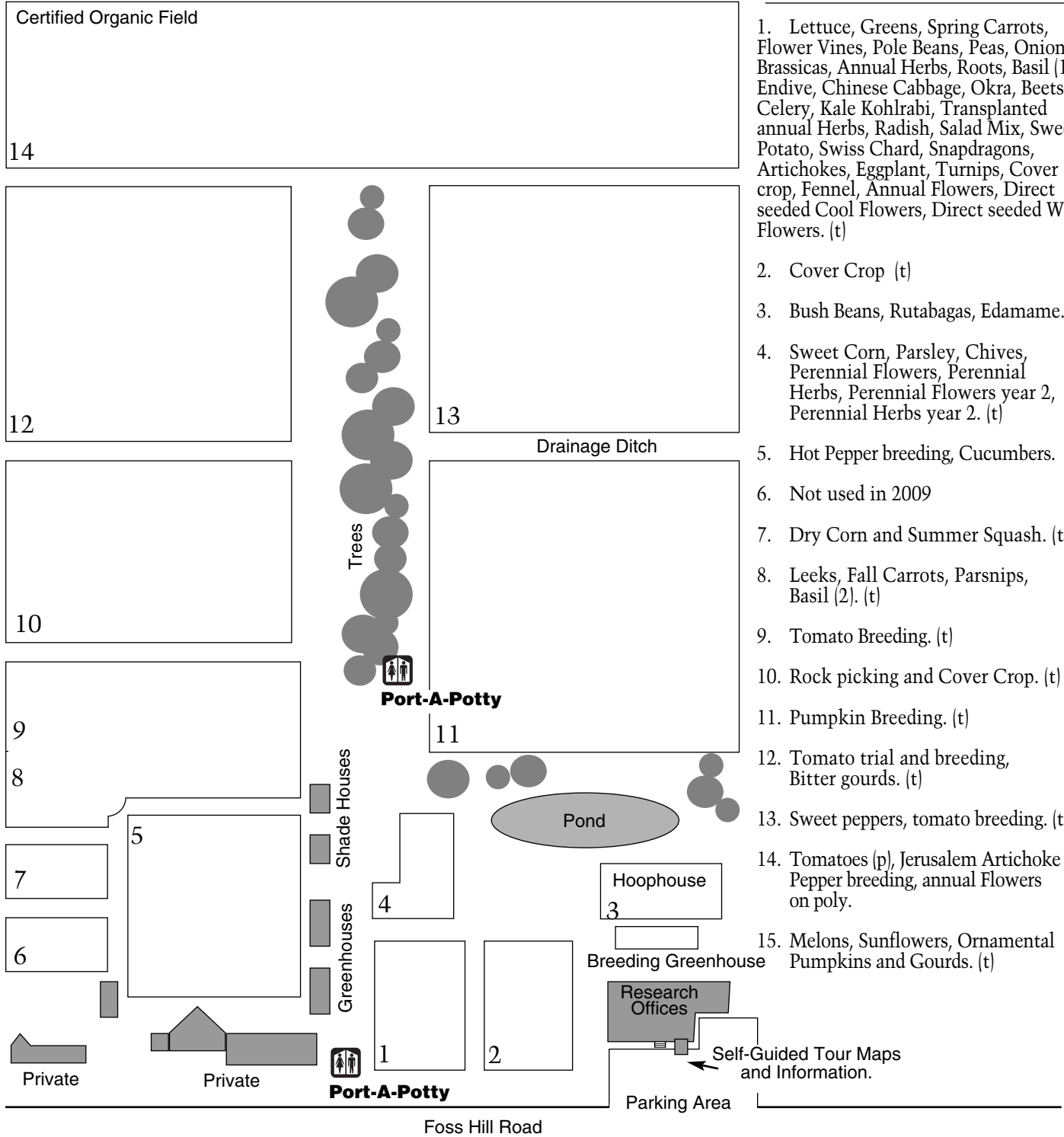
Self-Tour Farm Guide

This trial 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. NOTE: This map does not show the other fields utilized by Johnny's in the Albion area. Tours of these other fields are not practical due to their distances and locations.

2009 Field Guide

(t) = trials; (p) = production

1. Lettuce, Greens, Spring Carrots, Flower Vines, Pole Beans, Peas, Onions, Brassicas, Annual Herbs, Roots, Basil (1), Endive, Chinese Cabbage, Okra, Beets, Celery, Kale Kohlrabi, Transplanted annual Herbs, Radish, Salad Mix, Sweet Potato, Swiss Chard, Snapdragons, Artichokes, Eggplant, Turnips, Cover crop, Fennel, Annual Flowers, Direct seeded Cool Flowers, Direct seeded Warm Flowers. (t)
2. Cover Crop (t)
3. Bush Beans, Rutabagas, Edamame. (t)
4. Sweet Corn, Parsley, Chives, Perennial Flowers, Perennial Herbs, Perennial Flowers year 2, Perennial Herbs year 2. (t)
5. Hot Pepper breeding, Cucumbers.
6. Not used in 2009
7. Dry Corn and Summer Squash. (t)
8. Leeks, Fall Carrots, Parsnips, Basil (2). (t)
9. Tomato Breeding. (t)
10. Rock picking and Cover Crop. (t)
11. Pumpkin Breeding. (t)
12. Tomato trial and breeding, Bitter gourds. (t)
13. Sweet peppers, tomato breeding. (t)
14. Tomatoes (p), Jerusalem Artichoke (p), Pepper breeding, annual Flowers on poly.
15. Melons, Sunflowers, Ornamental Pumpkins and Gourds. (t)



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.

Johnny's History

Johnny's Selected Seeds was founded by Rob Johnston, Jr. in 1973. The company took root in the attic of a New Hampshire farmhouse as "Johnny Appleseed". In the fall of 1974, Rob renamed the company to its present moniker and moved the company temporarily to Dixmont, Maine. In 1975, the company found its permanent home on the site of a former dairy farm in Albion, Maine. In late 2002, the company moved its administrative offices to Winslow, Maine due to the need for a larger facility. The 40-acre working farm in Albion, Maine remains the hub of Johnny's research, breeding, and production efforts.

"What appealed to me about this place (the farm in Albion) was the soil – a beautiful, sandy loam," Rob said. "I knew it was good growing soil right from the start because when I saw the fields for the first time in June, the hay was shoulder high."

From the start, the company put down unconventional roots. "I was interested in doing a better job with short-growing season varieties – it was clear that there wasn't any company doing a good job of focusing on that," says Johnston.

Johnston believes that the best vegetable seed is produced by plants that are nurtured on organically enriched soil unexposed to pesticides and herbicides. Johnston also recognizes that heirloom, or heritage, varieties are preserved history. Johnston's book, *"Growing Garden Seeds"*, educates gardeners on saving their own seeds.

Today, Johnny's simple, no-nonsense packaging and information-packed catalog are hallmarks of the company. The catalog hosts a large, diverse assortment of seed ranging from more traditional varieties to hard-to-find specialties. The catalog is a success in serving beginner and experienced gardeners as well as fresh market growers looking for high-quality, unusual, and new items.

Today Johnny's is an employee-owned, international, multi-channel seed retailer employing over 90 full-time employees and serving over 50 countries worldwide.

The future at Johnny's Selected Seeds involves a commitment to increasing its organic productions and variety offerings. Johnny's is also committed to continuing to trial and test all of our seeds, plants, and tools to ensure that Johnny's customers receive a product they can depend on and trust. We hope you will continue to grow and learn with us!

Research, Trials, and Breeding at Johnny's

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 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 culinary and medicinal use.

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, 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 7 All-America Selections winners from its diligent breeding efforts.

Grow Year-Round With Johnny's



From Spring to Summer to Fall and even through Winter, Johnny's has what you need to keep growing all year long.



Our large selection of vegetable, herb, and flower seeds includes both heat and cold tolerant varieties.

If you're looking for season extenders, row covers, or the latest in innovative tools, visit Johnnyseeds.com or give us a call at 1-877-Johnnys (564-6697)

Directions To Johnny's

955 Benton Ave., Winslow, ME 04901 | 1-877-Johnnys (564-6697)
 Fax: 800-738-6314 Email: service@johnnyseeds.com Web: Johnnyseeds.com

From Johnny's Main Office in Winslow, to the Trials & Research Farm in Albion:

Turn left out of Johnny's Winslow parking lot, travel about 2 miles (past a large mill and the Winslow Town Office/Fire Department on the right) to the far left lane at a traffic light. Continue straight to the 3rd traffic light just after crossing a low bridge over the Sebasticook River. Turn left onto Rt. 137 (a McDonald's Restaurant will be on the right after you make the turn). Go through an immediate traffic light, then turn left onto Garland Road (the next left after the light). Continue on Garland Road for 5 miles, then turn right onto Albion Road. Follow this road 4½ miles, then turn left onto Foss Hill Road. Johnny's Farm will be about ½-mile on the right. (Look for the large, one-story gray and white building.) Visitor's guides may be found in a box mounted near the main door facing the road.

From Johnny's Trials & Research Farm in Albion to the Main Office & Retail Store in Winslow:

From the parking lot of the large, one-story gray and white building in Albion, turn left onto Foss Hill Rd. and go approximately ½ mile to Albion Rd. Make a right onto Albion Rd. and drive about 4.5 miles to Garland Rd. Make a left on Garland Rd. and continue for about 5 miles to Rt. 137. There will be an Agway on your right as you approach the intersection. Make a right onto Rt. 137 and stay in the right-hand lane. Continue through the light at the CVS (on your right) to the second set of lights. Turn right and cross over a low bridge over the Sebasticook River (Halifax Dam will be on your right). Stay in the right-hand lane and go straight for approximately 2 miles to Johnny's Selected Seeds, located on the right. As you travel the 2 miles, you'll go straight through a light at a large 4-way intersection, pass over railroad tracks, and then proceed through a single yellow light outside the Winslow Town Office/Fire Department.

