

Verdara™ Horticulture

Precision biological foliar performance.

Verdara™ Horticulture is Farmbright's premium biological foliar powder for high-value fruit and vegetable crops — designed to support crop vigour, fruit quality, marketable yield and stress resilience across intensive horticultural production systems. Powered by Verdaris™ Formulation Technology.

Target yield uplift

22-40%¹

Direct purchase

\$395 /ha + GST

Applications

5 /season

Shelf life

24 months

Verdara™ Horticulture is designed for working farms and commercial growers: buy by hectare, apply through existing horticultural spray equipment, and retain 100% of any yield gains on direct purchase.

¹Forward-looking estimate, not a guarantee. Target uplift range is based on horticultural crop-category scenarios. Actual results vary by crop, variety, production system, season and management.



Farmbright exists to
turn biological science
into commercial farm
performance — products
that are technically
credible, operationally
practical, and valuable
enough to earn their
place on the farm.

WESLEY COOKE · FOUNDER, FARMBRIGHT

A field-ready biological foliar program for high-value horticulture.

Verdara™ Horticulture is Farmbright's premium biological foliar powder for fruit and vegetable production: a dry, proprietary foliar input designed to support crop vigour, quality, uniformity and marketable yield across key growth and fruit-development windows.

- Targets **22–40% uplift range** across selected high-value crop scenarios, with actual outcomes varying by crop, variety, system and management.
- Powered by **Verdaris™ Formulation Technology** — Farmbright's proprietary formulation system for biological signal delivery, canopy coverage and field usability.
- Applied through **existing horticultural spray** equipment after on-farm steeping, filtering and dilution.
- Supplied in farm-scale formats from **20 kg bags through to 800 kg FIBC** for larger hectare programs.
- Direct purchase price: **\$395 AUD per hectare** excluding GST. Growers apply the product themselves and retain 100% of any yield gains.

22–40%

Target uplift range

+\$19k/ha

Indicative net return
from tomato model

50×

Indicative ROI in high-
value crops

\$395/ha

Direct purchase price
excl. GST

Not a conventional foliar feed. A biological signal system.

Verdara™ is built around Farmbright's proprietary Verdaris™ Formulation Technology — a process developed to concentrate, stabilise and enhance the delivery of a complex profile of natural plant growth compounds.

The Verdaris™ process uses controlled micronisation of the active botanical matrix and combines it with a proprietary bioavailability enhancement complex designed to support extraction, dispersion, leaf coverage and foliar delivery.

Verdara™ is not a conventional foliar feed. It is a biological signal system designed to support the crop during the growth stages where canopy function, reproductive development, fruit quality and marketable yield are being formed.

Five active mechanisms.

Natural cytokinins and zeatin

Support cell division, early crop architecture, reproductive development, fruit set and harvestable yield formation.

Free and peptide-bound amino acid complexes

Provide immediately available biological building blocks that support protein synthesis and enzyme activity during rapid growth windows.

Naturally chelated micronutrient matrix

Zinc, iron and manganese in biologically active chelate form, supporting photosynthetic enzyme function and carbohydrate metabolism.

Biostimulant growth factor complex

Supports root-to-shoot signalling, stomatal regulation and resilience during variable seasonal conditions.

Natural osmoprotectant compounds

Support cellular function during heat, moisture or transplant stress across the most commercially sensitive stages of the crop cycle.

Built around the moments when horticultural value is created.

Horticultural crop value is shaped by a sequence of biological decisions. Early canopy strength supports establishment and vegetative growth. Reproductive development influences flowering, fruit set and crop load. Fruit, leaf or harvestable tissue development determines final size, quality, uniformity and marketable yield. Verdara™ Horticulture is delivered across five applications to support the crop through these commercially sensitive windows.



Crop-specific timing should be adapted to the crop, variety, region, production system and agronomic program.

GROWTH WINDOW	TIMING	VERDARA™ PROGRAM OBJECTIVE	COMMERCIAL OUTCOME
Early Vegetative / Tillering	Early crop establishment / canopy development.	Support early yield architecture, canopy strength and productive shoot retention.	Stronger crop foundation entering reproductive or harvestable growth.
Pre-Flowering / Reproductive Build	Prior to flowering or crop-load formation.	Support reproductive development, flowering potential and biological momentum.	Improved crop readiness entering flowering, fruit set or harvestable tissue expansion.
Flowering / Fruit Set	Wheat example: GS55–65 · heading to grain fill	Support stress resilience, biological signalling and yield site retention.	Stronger fruit set, improved uniformity and reduced crop stress impact.
Fruit Set / Bulking	Horticulture example: post-flowering through early fruit fill and bulking	Support photosynthesis, nutrient movement and quality development.	Improved size, consistency, crop quality and marketable yield.
Pre-Harvest / Finish	Horticulture example: 1–3 wk before harvest · finish and quality build	Support crop finish, quality retention and harvestable yield expression.	Stronger finish, improved quality attributes and reduced cull pressure.

Five formulation functions behind Verdara™.

Verdaris™ is the formulation system that turns the active botanical matrix into a practical horticultural foliar product. These five functions are described without disclosing the underlying botanical source or exact formulation ingredients.



1

Precision-Micronised Botanical Matrix

Controlled particle sizing supports extraction, suspension quality and contact with the foliar surface.



2

Assisted Biological Transport

Designed to improve movement and availability of plant-active compounds during foliar application.



3

Leaf Coverage & Adhesion System

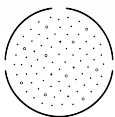
Improves wetting, spreading and canopy contact so the product remains where it can be used.



4

Powder Stability & Dispersion System

Improves flowability, reduces clumping and supports consistent spray preparation.



5

Buffered Activation Environment

Supports a consistent steeping environment before foliar application.

Four steps. Existing equipment. Horticultural spray application.



1

Steep

For each hectare equivalent, steep 1.5 kg in 30–45 L clean water.



2

Filter

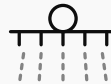
Pour through a 100–200 micron mesh filter or fine cloth into the spray tank. Discard residue.



3

Dilute

Top up the spray tank to 300–500 L per hectare application volume with clean water.



4

Apply

Apply as a foliar spray through suitable horticultural spray equipment. Early morning application is preferred, below 25°C and in low-wind conditions. Apply within 4 hours of final mixing.

Tank-mix guidance. Verdara™ may be aligned with existing spray passes where compatible. Growers should consult their agronomist and conduct a small compatibility test before tank mixing. Farmbright does not warrant compatibility with all third-party agricultural inputs. Crop-specific timing should be confirmed with your agronomist, particularly across fruiting, leafy, protected and field-grown horticultural systems.

Farm-scale supply, from 20 kg bags to 800 kg FIBC.

Verdara™ Horticulture is applied at 7.5 kg per hectare per season, split into five 1.5 kg applications. Farmbright supplies Verdara™ Horticulture in multiple formats to suit commercial growers, grower groups and larger horticultural programs. Product remains priced by hectare; the pack format is selected for logistics and handling efficiency.

FORMAT	TOTAL VERDARA™	HECTARES COVERED (APPROXIMATE)	BEST USE CASE
20 kg bag	20 kg	2.67 ha	Small orders, trial blocks, protected cropping, top-up supply, agronomist demonstration work.
200 kg drum	200 kg	26.67 ha	Commercial horticulture programs, manageable on-farm storage.
400 kg FIBC	400 kg	53.33 ha	Larger growers and consolidated spray programs.
800 kg FIBC	800 kg	106.67 ha	Large horticultural operations, grower groups, bulk seasonal supply.

Final pack mix can be adjusted to suit on-farm storage, handling equipment, freight method and staged seasonal delivery.

\$395 per hectare. 100% of yield gains stay with the grower.

Verdara™ is sold as a direct-purchase product. Growers buy the product, apply it through their own equipment and retain all yield upside. Farmbright does not take a performance share on direct-purchase orders.

CONSERVATIVE · 22% UPLIFT		MID-RANGE · 30% UPLIFT		STRONG · 40% UPLIFT	
+\$12.8k /ha		+\$19.6k /ha		+\$39.6k /ha	
Gross uplift	\$13.2k/ha	Gross uplift	\$20k/ha	Gross uplift	\$40k/ha
Verdara™ cost	\$395/ha	Verdara™ cost	\$395/ha	Verdara™ cost	\$395/ha
ROI	33x	ROI	50x	ROI	100x

Horticulture scenarios are indicative crop-category models only and are not calculated from a single base crop value. Actual results vary materially by crop, variety, marketable yield, quality specification, price received, production system, season and management. All figures AUD. Forward-looking estimates only. ROI scenarios are calculated using the Verdara™ Horticulture price of \$395/ha excluding GST.

What Verdara™ could mean across your horticulture hectares.

FARM SIZE	SEASON COST	MODELLED GROSS UPLIFT · 30%	MODELLED NET GAIN · 30%
5 ha	\$1,975	\$99,975	+\$98,000
10 ha	\$3,950	\$199,950	+\$196,000
25 ha	\$9,875	\$499,875	+\$490,000
50 ha	\$19,750	\$999,750	+\$980,000
100 ha	\$39,500	\$1,999,500	+\$1,960,000

Net gain figures shown after \$395/ha Verdara™ Horticulture cost. Assumes the mid-range 30% horticulture scenario, modelled at \$19,600/ha net gain. Forward-looking estimate only; actual results vary. Season cost calculated at \$395/ha excluding GST.

Built for working farms.

No cold chain

Store sealed, in a cool, dry location, away from direct sunlight.

Standard equipment

Applied through existing horticultural spray systems.

No specialist infrastructure

Steep, filter, dilute and spray.

Full program

7.5 kg per hectare per season, split into five applications.

Shelf life

24 months in appropriate ambient storage conditions.

Target crops

Tomato, capsicum, chilli, cucumber, zucchini, melon, strawberry, leafy greens, brassicas, herbs and other fruiting vegetable crops under agronomic guidance.

Verdara™ specifications.

Product	Verdara™ Horticulture
Product type	Biological foliar powder
Core technology	Farmbright Verdaris™ Formulation Technology
Formulation	Precision-micronised ultra-fine dry powder · proprietary bioavailability enhancement complex · designed for foliar delivery
Pack size	Supplied in 20 kg bags, 200 kg drums, 400 kg FIBC and 800 kg FIBC. Coverage calculated at 7.5 kg/ha seasonal rate
Application rate	1.5 kg per hectare per application × 5 applications = 7.5 kg/ha per season
Timing	Crop-specific horticulture windows from early vegetative growth through fruit, leaf or harvestable crop development
Mixing	Steep 1.5 kg in 30–45 L water for 12–24 hrs · filter · dilute to 300–500 L/ha
Equipment	Suitable horticultural spray equipment
Shelf life	24 months ambient below 25 °C
Storage	Cool, dry, sealed, away from direct sunlight
GMO status	Non-GMO
Synthetic additives	None
Chemical preservatives	None
Target crops	Tomato, capsicum, chilli, cucumber, zucchini, melon, strawberry, leafy greens, brassicas, herbs and other fruiting vegetable crops
Price	\$395 AUD per hectare excluding GST
Manufactured	Farmbright Pty Ltd · Manufactured in Australia

Questions growers are likely to ask.

What is Verdara™?

Verdara™ Horticulture is Farmbright's premium biological foliar powder for high-value fruit and vegetable crops, powered by Verdaris™ Formulation Technology. It is applied across five crop-performance windows to support crop vigour, quality, uniformity and marketable yield.

Is Verdara™ just a plant powder?

No. Verdara™ Horticulture is not a raw plant powder or crude botanical extract. It is a proprietary biological foliar input powered by Farmbright's Verdaris™ Formulation Technology. Its performance model depends on the full system: controlled sourcing, precision micronisation, formulation enhancement, dry-powder stability, the steeping protocol, foliar delivery design and timed application across the crop program.

Is Verdara™ a fertiliser?

Verdara™ Horticulture is not positioned as a conventional foliar fertiliser. It is a biological foliar input designed to deliver a complex profile of plant growth compounds and biostimulant factors at key crop stages.

What does it cost?

Verdara™ Horticulture is available for direct purchase at \$395 AUD per hectare excluding GST. GST is added where applicable.

How much product do I need?

Verdara™ Horticulture is applied at 7.5 kg per hectare per season, split across five 1.5 kg applications. Farmbright supplies the product in 20 kg bags, 200 kg drums, 400 kg FIBC and 800 kg FIBC.

When is it applied?

Verdara™ Horticulture is generally applied every 10–14 days from early vegetative growth through fruit, leaf or harvestable crop development. Crop-specific timing should be confirmed with agronomic guidance.

Do I need specialist equipment?

No. Verdara™ Horticulture is applied through suitable horticultural spray equipment.

Is yield uplift guaranteed?

No. Verdara™ Horticulture targets improved crop performance, quality and marketable yield, but actual results vary by crop, variety, production system, seasonal conditions, application timing and farm management. All ROI figures are forward-looking estimates only.

Can Verdara™ be tank mixed?

Verdara™ Horticulture may be aligned with existing spray passes where compatible. Growers should consult their agronomist and conduct a small compatibility test before tank mixing.

How to order & contact.

Next steps

- 1 **Confirm hectares.** Nominate the number of horticulture hectares to be covered by the full five-application program.
 - 2 **Select supply format.** Farmbright will recommend the most efficient mix of 20 kg bags, 200 kg drums, 400 kg FIBC and 800 kg FIBC.
 - 3 **Confirm delivery schedule.** Bulk orders can be staged by application window or delivered ahead of season according to storage capacity.
 - 4 **Apply through your program.** Use Verdara™ Horticulture across the crop-performance windows that shape quality, uniformity and marketable yield.
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Get in touch

Company Information

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Verdara™ Horticulture yield uplift, ROI and farm-scale financial scenarios are forward-looking estimates based on Farmbright's internal program design, published biostimulant science and modelled horticulture crop-category economics. They are not guarantees of outcome. Actual results will vary by crop type, crop variety, production system, soil or substrate, climate, seasonal stress, application timing, irrigation, fertigation, farm management, marketable yield, quality specification, price received and commodity price. This document does not constitute financial or agronomic advice. Growers should consult their agronomist before integrating Verdara™ Horticulture into their crop program. Prices are shown in AUD and exclude GST unless otherwise stated. GST will be added where applicable. ROI and modelled net-gain figures use ex-GST pricing.