PHOENIX EBRA

The Rebirth of Seeds · Clean plants for Florida gardens

Phoenix Ebra Inc.
Lake City, Florida

Grower's Guide

Clean, healthy plants for your garden, grown from one clean start.

Most garden plants are copies of copies. Every time a plant is copied, it can pick up viruses, bacteria and fungi, and pass them on. Phoenix Ebra starts over. We clean a proven variety back to a healthy start, test it, and grow your transplants from that clean start right here in North Florida.

NON GMO ALWAYS

We do not change a plant's genes. We clean it.

Every plant you get is a true-to-type copy of the variety you already know: the same Roma, the same Beefsteak, the same Sun Gold. Tissue culture is a natural way to start new plants, like taking a cutting, done in a clean lab.

× **No genetic engineering** × **No gene editing** × **No foreign DNA** × **No GMO techniques, ever**

What is GZ? GZ means Generation Zero: a plant reborn from one clean start, as clean as the very first plant of its variety. Every GZ plant is third party verified and certified as pathogen free, and it's a true-to-type copy of the variety you already know.

The orange seed example: from one seed to 10,000 plantlets

1 seed
Sprout
Take one orange seed that is just beginning to sprout. There is a tiny green tip at the top.

›

1/10–1/30 mm
The meristem
That tip is the meristem. It grows so fast that pathogens picked up over past generations can't keep up.

›

1 clean tip
Isolate
Under a high-powered microscope, our PhDs slice off the meristem. This is meristem isolation.

›

1,000
Tissue cultures
From that single clean meristem, our PhDs cut 1,000 pieces, called tissue cultures.

›

×10 each
Multiply
Each goes in a dish of nutrients that signals it to divide. Each one produces 10 plantlets.

›

10,000
Plantlets
Separated into our custom soil mix and grown into plants in our propagation chambers.

No gene editing, no trickery, no foul play.
Just 100% Generation Zero plants, like the very first plant ever placed on this earth.

A century of proven science

1902
Gottlieb Haberlandt first conceives of plant tissue culture.

1922
Tissue culture is first demonstrated using isolated root tips.

1952
Georges Morel and Claude Martin show meristem tip isolation yields virus-free plants, with no genetic modification.

1960s
Morel adapts it for rapid clonal multiplication. Agriculture and horticulture adopt it widely.

Today
Phoenix Ebra brings it to Florida, with in-house pathogen testing and automation.

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What you can plant

TOMATOES
Roma · Beefsteak · Sun Gold

BELL PEPPERS
Green · Red · Yellow

VINES & SQUASH
Cucumber · Yellow summer squash · Zucchini · Sugar Baby watermelon

Coming soon: Valencia & Hamlin oranges · Berries · More vegetables

Why it matters for your garden

A clean start
Your transplants start free of the viruses, bacteria and fungi that build up when plants are copied over and over.

The varieties you know
True-to-type plants: the same tomatoes, peppers and squash you already grow, never genetically changed.

Grown in North Florida
Raised in our lab and propagation chambers in Lake City, Florida, and delivered close to home.

How to order

1. **Shop online**
   Choose your plants at PhoenixEbra.com/shop. Current prices are always listed there.
2. **Pre-order now**
   Orders are presales. Your card is charged when you place your order.
3. **Plant in spring**
   Plants ship or are delivered April 1 to June 30, 2027. We'll email you before they arrive.

- **Free local delivery** within about 60 miles of Lake City, FL, including parts of south Georgia
- **$15 flat shipping** everywhere else in the United States
- **Full refund** if we can't ship or deliver your order by June 30, 2027
- **Planting 100 or more?** Ask about bulk orders (local delivery only)

Know your soil

$25
FLAT · REPORT INCLUDED

Mail-in soil testing for backyard gardens
Mail us your soil and we'll tell you what's in it and what it's lacking, with suggestions in an emailed report. Register now at PhoenixEbra.com/soil-testing and we'll email and text you when it's time to complete your registration and send in your soil sample.

Let's grow clean together.

Questions about your order, your garden or a large planting? Reach out.

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