



GROWING MIXES THAT MEAN BUSINESS.

Today, more than ever, how you grow matters as much as what you grow. For growers around the world, the type of growing mixes used is critical to competitiveness, financial success, and long-term viability.

But what does the right type of growing mix mean in today's new age of horticulture? Certainly more than it used to. From how it is processed and stored to how thoroughly it is analyzed before delivery, the

type of growing mixes you use has a tremendous impact on your crops yield, quality, and ultimately your bottom line. In such a competitive marketplace, customers will stand for nothing less than top-quality products. And from seed to plant, great crops take root with superior growing mixes.

Berger is on the front lines of this strategic approach to growing, allowing its horticultural custom-

ers far and wide to achieve unremitting growth with their crops—and businesses. Our reputation for consistent quality is our trademark.

Take a tour inside our very first newsletter and discover how Berger helps you grow smarter.



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BERGER: ROOTED IN THE PAST WITH ITS EYES ON THE FUTURE.



Claudin
*Chief Executive
Officer*

Régis
*Senior Vice-President
Operations*

Valérie
*Sales, Marketing
and Administration*

Mélissa
*Supply Chain
and Operations*

From its humble beginnings over 49 years ago in Saint-Modeste, Québec, when peat moss was harvested manually and sold locally, to today's international growing-mix powerhouse, Berger has helped to improve crop quality and yield for growers of all types and from many growing regions.

From generation to generation, we have remained deeply committed to the core of why Berger was initially founded: to always deliver quality products and services.

Our mission, which has been the backbone of our entire operations, is to develop, manufacture, and distribute high-end horticultural growing media in a responsible way. By relentlessly pursuing innovative growing solutions, Berger's specialists leverage discoveries in the lab and superior production processes to achieve unprecedented results in the field.

We sum up our company-wide values this way: commitment, proximity, harmony, and performance. These are not just words: they are our promise to our customers.

Our vision for the future is to push the innovation and performance envelope even further to accompany growers in the Americas and Asia to achieve outstanding growing results.

The Berger Management Team

For nearly half a century, the Berger family and team have been passionate about the growing mix business because, every day, we see the benefits of our work in your operations. We believe there is no better business to be in.

Our expertise starts in the bog and is delivered directly to you at your facility. At every stage along the way, there is a Berger employee that is well aware of what is important for you and will help you to achieve your growing potential. We consider our customers as partners and believe that, together, we can grow smarter. For those of you who have not yet experienced Berger's products and services—challenge us with your growing needs. You'll be pleasantly surprised at the outcome!



Marc Bourgoin
Communications



Yves Gauthier
R&D



Denis Deschênes
Finance



Gaston Fortin
Logistics and Purchasing

The whole crew is thrilled to offer you this newsletter, which explains in more detail all that we have to offer. Whether you have been with Berger for years or just getting to know us, it is a privilege to be a part of your growing future.

DIG INTO OUR EXPERTISE.

If your crops are not being grown with Berger, they may be experiencing what we call root envy.

You see, Berger's high-quality and consistent growing mixes allow crops to flourish in rich soils that are the envy of roots all around. Crops that are raised with our growing mixes can thank Berger's dedicated team.

Berger's industry-recognized experts are dedicated to delivering top-level, objective, and field-tested solutions for customers with any growing challenge, big or small. With great backgrounds and credentials, they are performing groundbreaking work—in the lab and out in the field—with growers to take the guesswork out of high-performance growing and help them achieve unprecedented yield and crop quality.

Berger is the authority in growing mixes. Our multidisciplinary team of professionals in horticulture, chemistry, microbiology, biotechnology, and soil sciences lead impressive efforts to continuously improve our products, formulations, packaging, and processes. Equipped with the most advanced technologies available, Berger laboratories embody the highest standards of research and development.



MEET OUR EXPERTS!



Brian Cantin

With a Honors Science Degree in Environmental Horticulture, Mr. Cantin is Berger's senior grower advisor, transforming his vast background in horticulture research and down-to-earth field expertise into inestimable value for the company's customers.



Yves Gauthier

Thirty years in the growing business has enabled Mr. Gauthier to pave the way in the design and development of very advanced growing mixes, helping customers achieve sustained growth, year after year.



Pierre-Marc de Champlain

Mr. de Champlain holds a Bachelor's Degree in Biotechnological Engineering. Over the years, he has developed a deep-set passion for biological sciences. He is highly attuned to the fast-paced evolutions in the industry and how suppliers are applying them in the field.



Robin Ouellet

Mr. Ouellet has a college degree in Analytical Chemistry and a Bachelor's Degree in Chemistry—both testaments to his dedication to providing high-quality and consistent growing mixes. Not a shipment leaves Berger without Mr. Ouellet's stamp of approval.



Stéphane Bourgault
Operations



Denis Lebel
Operations

OUR PRODUCTION TEAM

Berger's production team is your go-to source for field expertise and growing mix production methods. We know how to optimally prepare peatlands so that when the good weather arrives, we are the first in the field. Selecting the right peat moss to create optimum growing media has always been our strength. Our production team takes great care in handling peat moss throughout the entire production process to ensure its beneficial characteristics remain preserved.



QUALITY AND CONSISTENCY LIKE YOU'VE NEVER EXPERIENCED BEFORE.

The impressive number of tests Berger performs per year ensures that we always provide consistent and high-quality growing media:

31 000

Particle size tests

58 000

Electrical conductivity and pH tests

19 000

Water content tests

And this is just the beginning. Overall, we perform more than 130 000 tests per year for optimum product quality and consistency. With numbers like these, wouldn't you trust Berger to protect and enhance your valuable crops?

Backed by an ISO 9001 certification, Berger's laboratories have set the standard for versatile research and analysis services, including, to name a few, microbiological, water quality, nutritive solutions, leaf tissues, and the physico-chemical properties of substrates analyses.

As a grower, your time is invaluable. From crop management to sales, every second counts to improve your profitability and long-term viability. Berger has a long-standing experience in developing growing mixes with the right type of aggregates and the right balance of nutrients delivering quality results, crop after crop. Leave your growing mixes in our capable hands!



Interested in learning more about
how Berger can test your soil?

Contact us today for more information
on our testing and analysis services!
Tel.: 1 800 463-5582
Email: customerservice@berger.ca

INTRODUCING THE



BERGER'S NEW AND UNIQUE NATURAL FIBER!

NF WOOD



Berger's R&D team innovates again! Our new NFwood product kicks off the Berger Natural Fiber Series by adding the characteristics of wood fiber to Berger's growing mixes. By providing a high level of easily available water and air capacity, NFwood enhances the root-growing environment.

Furthermore, NFwood is an eco-friendly additive that enables you to get more volume per shipment and ultimately boost your yield.

Get the same quality,
same consistency.

13%

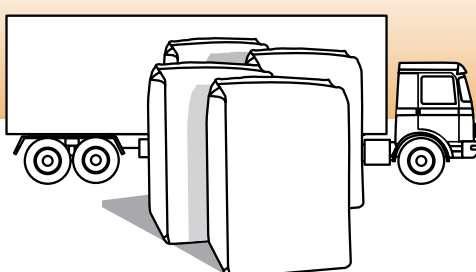
more yield
per bag!



GET MORE POTS

PER BAG.

Grow your yield.



GET MORE VOLUME

PER SHIPMENT.

Grow your margins.



INCREASED

**WATER RETENTION
AND AIR CAPACITY.**

Grow your quality.



Len Busch Roses has a vision to provide our customers with products that are clearly superior to those of any competitor.

Berger continues to support our vision by offering mixes that enable us to perfect our crops. Their new BM4 NFwood mix provides an extremely uniform balance between water and oxygen availability throughout the pot. This optimizes the health of the entire root system and supports maximum photosynthesis. If you are interested in taking your crops to the next level, consider Berger professional mixes.

Anne Broking • Director of Production

Production, Len Busch Roses 1 800.659.ROSE

www.lenbuschroses.com

BERGER'S SKYSCRAPER: EASY STORAGE. REDUCED PLASTIC WASTE.

SAVE BIG in time and money! Berger's patented Skyscraper is the most practical, large-format packaging on the market, enabling you to boost your production and profitability!

Storage-friendly dimensions

The Skyscraper reduces handling labor and decreases packaging waste by nearly **80%**.

Weatherproof packaging

Store your Skyscraper outside, regardless of weather conditions.

Volume

Approx. 110 cu. ft. compressed.

Less handling 2.5 fewer hours

in manual labor per Skyscraper.

Fast unloading 30 to 45 minutes

per load with one person and one forklift.

Environmentally friendly

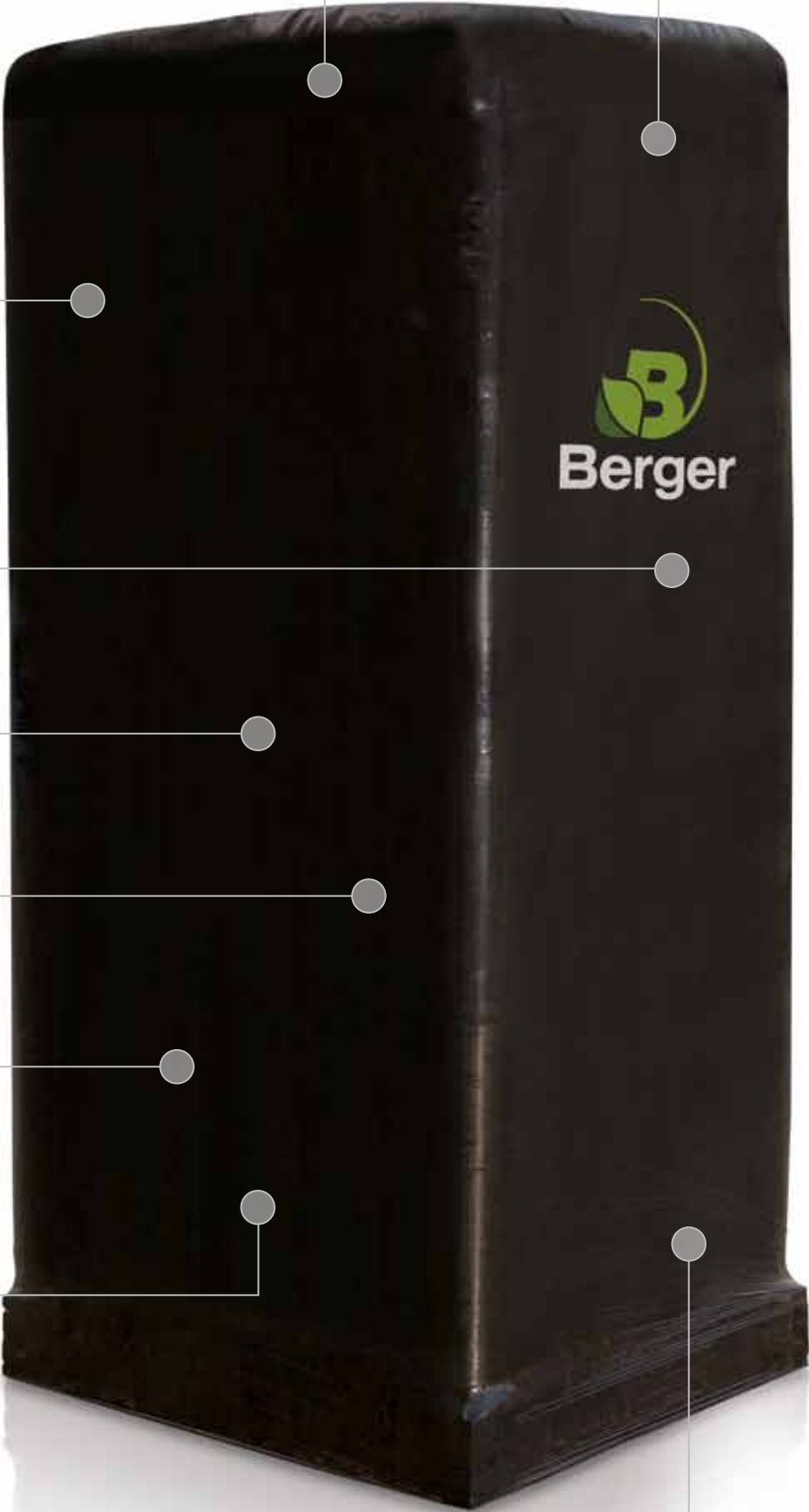
Only **70 lbs** of plastic and **24** pallets per load as compared to **350 lbs** of plastic for **3.8 cu. ft.** of bags.

Always on top

Over **5 product** generations that have evolved with growers' needs.

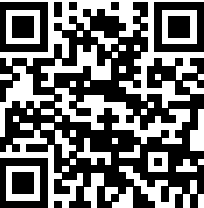
Format

40" (1.02 m) x 48" (1.22 m) x 90-98" (2.29-2.49 m)



No mess

Remains entirely intact during unwrapping for a clean workspace.



Interested in Berger's Skyscraper but don't own the equipment to use it? No problem! Berger offers a bale breaker equipment program to help you get the most out of your Skyscraper. Contact us today to learn more about our Skyscraper equipment!

There has never been a more convenient way to get Berger's growing media.
Contact your sales representative today for more information:
Tel.: 1 800 463-5582 Email: customerservice@berger.ca

YOUR SOLUTIONS TO BETTER PLANT GROWTH.

Successful growers in today's marketplace demand the highest performance standards for their crops. At Berger, providing consistent and top-quality growing mixes is our ultimate business objective and responsibility. Our broad product line is sure to provide a growing media solution tailored to your specific needs.



**Berger
Mixes**

Whether for plant propagation or crop production, flowers or vegetables, greenhouses or nurseries, we have a large assortment of products to fit your particular needs. Berger prides itself on its ability to produce high-quality substrates for consistently healthy crops season after season and year after year. We can produce custom blends for your distinctive needs.



**Berger
Organic Mixes**

Made with 100% certified organic components, the OM series is ideal for growers who want to break into this dynamic and rapidly growing sector of the industry. Whether for fruits, vegetables, herbs, or even flowers and ornamental plants, the OM series provides a wide variety of products tailored for your organic crops. The OM series is permitted for organic agriculture by OCQV, which adheres to the Quebec Organic Reference Standards and the National Organic Program (NOP) Regulations.



**Berger
Peat Moss**



Berger offers 5 different grades of OMRI-certified sphagnum peat moss, from super fine to super coarse, that fill every horticultural need.

Need more information?

Contact us today—and you'll be on the road to better growth! **TEL: 1 800 463-5582** Email: customerservice@berger.ca

WE CARE.

Berger cares about your growth. We have proven our commitment to customers time and time again, thanks to our product innovation, customer-driven R&D, and impeccable after-sales service.

Since 2010, Berger has been certified VeriFlora® - Responsibly Managed Peatland, an agricultural sustainability certification and eco-labeling program recognized as the gold-standard in the floriculture and horticulture industries. Certification takes into account a variety of elements, including sustainable environmental management, quality of products, equitable working conditions, and benefits to the community.

Berger's environmental stewardship is true. We embrace our engagement for responsible development by integrating environmental considerations in what we do—from the restoration of harvested peat lands to the energy optimization of plant operations to the reduction of plastic

used for packaging. Berger also cares about the economy. The company has made huge strides in investing in the economy, creating local jobs and helping its employees to grow both personally and professionally. Our community presence is strong, sponsoring young athletes and providing direct funding to local organizations and initiatives. Rewarding the community rewards us.

Berger cares about horticulture, fostering a heightened interest in our industry with employees, partners, and suppliers. The more our community understands the importance of horticulture and its impact in everyday lives, the more likely our industry will continue to thrive for years to come.



NEW LOOK FOR A NEW GENERATION

Berger recently unveiled its new brand image. From its logo to its website to its packaging—everything has been revamped and recharged to symbolize the welcoming of the Berger family's current leadership team. More specifically, our brand-new website and Facebook page will continuously evolve to provide up-to-the-minute information on Berger's new products as well as increased customer involvement.

Our new brand image reflects our expertise. This fresher and sleeker look symbolizes the new generation of Berger, while remaining true to our roots. In fact, tying Berger's past with its present and future was the most important aspect of the company's new image. As we say here at Berger: learn from the past, gain insight into the present, grow for the future!



YOUR GROWTH BEGINS WITH US.

Berger's worldwide sales team ensures that the quality and effectiveness of our products translate into high-yield and quality crops for our customers.



OUR EXPERT SALES TEAM.

United States of America



Benoit Corbeil
Sales Director
Americas



Scott Bedenbaugh
Divisional Sales Manager
East



Lance Lawson
Divisional Sales Manager
West Arizona, Idaho, Utah,
Washington



Mike Henderson
Inside Sales



Adam Lyvers
Technical Sales Representative
Kentucky, South Carolina, Virginia,
Maryland – West, Georgia, North
Carolina, Tennessee, West Virginia



Bruce Jacobson
Technical Sales Representative
Florida



Martha Trubey
Technical Sales Representative
New Mexico, Texas



Jamey McEwen
Territory Manager
Delaware, Long Island,
Pennsylvania, New Jersey,
Maryland – East



Eric Stalkamp
Territory Manager
Indiana, Michigan, Ohio



Douglas Laubenstein
Territory Manager
North Dakota, Wisconsin, Iowa,
Minnesota, South Dakota



Fred Mac Lean
Territory Manager
Maine, New Hampshire,
New York (except LI), Connecticut,
Massachusetts, Rhode Island,
Vermont



Kevin Long
Territory Manager
Missouri, Colorado, Montana,
Wyoming, Arkansas, Kansas,
Nebraska, Oklahoma



Tim Shinke
Manufacturers Representative
Alabama, Illinois, Louisiana,
Mississippi



Mike Hennequin
Territory Manager
North California



Kim Stewart
Manufacturers Representative
South California, Hawaii,
Nevada, Oregon

Canada, Latin America, Europe, Africa, Asia, Australia



Valérie Berger
Vice-President
Sales, Marketing and Administration
Asia, Oceania, Europe, Africa



Benoit Corbeil
Sales Director
Americas



Robert Dupuis
Vice-President, Sales, Operations
and Marketing
Specialties Robert Legault Inc.



Nancy Boekestyn
Sales Director
Specialties Robert Legault Inc.



Kevin Triemstra
Sales Representative
Specialties Robert Legault Inc.
Ontario (Central and Northern
Ontario)



Martin Barrera
Sales Manager
Latin America



Harold Sagastume
Territory Manager
Central America



Bas Brouwer
Sales Representative
Specialties Robert Legault Inc.
Ontario (Niagara region and
Western Ontario)



Serge Racette
Sales Representative
Specialties Robert Legault Inc.
Québec



Gerry Power
Manufacturers Representative
Atlantic Provinces



Berger

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berger.ca/sales-team