



50 YEARS OF UNREMITTING GROWTH!

Lots of things have been happening in the past 50 years. The horticultural industry has literally transformed, and, as an industry leader, Berger has evolved as well. 2013 means a lot for Berger. We are celebrating our 50th anniversary!

Looking back at what we've accomplished, we are proud to have relentlessly pursued our mission. Throughout all the challenges, we achieved outstanding results. We have not only launched new products

but also extended our markets, developed innovative packaging, received certifications, implemented a quality control system, and so much more. Overall, we acquired technical knowledge that allows us to accompany growers in each step of their production.

More than ever, Berger's multidisciplinary team has the same enthusiasm about growing mixes as ever before. We are ready to help you grow smarter for the next 50 years to come!

Take a tour inside this second edition of The Berger Press to discover how our long-standing experience makes Berger your go-to partner for growing!



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BERGER'S THIRD GENERATION IS ON A ROLL!

Mélissa
Corporate Director
Supply Chain
and Operations

Valérie
Vice-President
Sales, Marketing,
and Administration



Since its foundation, Berger has kept growing bigger and bigger without forgetting one of its most important values: family.

Berger's 50th anniversary coincides with the guardianship transition between the second and third generation of Berger managers. Ms. Valérie Berger and Ms. Mélissa Berger are bringing a new dynamic to the company.

For the past 50 years (and counting!), Berger has never forgotten its founders' vision: designing and producing high-quality products for professional growers as well as offering them a wide range of services.

The next generation of Berger managers grew up in this business philosophy. They live and breathe the company's mission—and will ensure that it permeates in all the company's future endeavors.

Moreover, Berger's commitment to innovation runs through the veins of the new team. A lot of great things are to come in the next few years.

OUR TEAM APPROACH

Berger's success relies on a lot of factors. One of them is, without a doubt, the team. Everyone gets together around a common mission, which is to harvest, transform, and distribute horticultural growing media in a responsible manner and within a high-performance and stimulating work environment. Berger's team of specialists is always searching for innovative solutions and fosters an approach centered on customers' specific needs.

We also strongly believe in four values that guide us in every decision we make: harmony, proximity, performance, and commitment. From the management team to the staff to customers: everyone knows what Berger stands for.



50 reasons to be in business with Berger

- Industry leader
- Passionate team
- Family-owned company
- Innovative solution
- Adaptability to markets
- Product effectiveness
- Industry pioneer
- On-site support
- Solution finder
- Media mixing experts
- Customized approach
- Patented Skyscraper
- Lab analysis services
- Direct contact with management team
- OMRI listed
- Highly trained sales team
- Equipment lease program
- Optimized packaging
- Technical knowledge
- Proximity
- Commitment
- Technical support
- Yield optimization
- Well-tested quality control system
- Grow faster
- Healthy crops
- Consistency
- Harmony
- Superior root system
- Traceability
- Multidisciplinary team
- Equipment support
- True business relationships
- Faster rooting
- Reliable delivery
- Responsiveness
- Experienced team
- Peat harvesting experts
- Integrated waste management
- Performance
- ISO 9001 certified
- Grow smarter
- Responsible peat land management
- Veriflora certified
- Personalized customer service
- Trust and respect
- Industry-recognized experts
- Grow more
- Quality
- 50 years of excellence





Our roots come from Saint-Fabien, Québec, where the Thérberge family owned fields of peat moss, providing high-quality peat moss to local growers. Berger was founded in 1963, in Saint-Modeste, Québec, with a wife-and-husband team who aimed to grow peat moss production even further. Over 5 decades, Berger has helped to improve the crop quality and yield for growers of all types—worldwide.

1963

The company is founded in Saint-Modeste, Québec, by Huguette Thériberge and Alcide Berger. During this period, peat moss is harvested manually and sold locally.

A big year for Berger! Mr. Claudin Berger takes over the helm of the company and the Berger brand is born! Berger's peat moss is sold to brokers in the United States for the retail market.

1986
A peat bog is established in Baie-Sainte-Anne, New Brunswick.

1992
Another peat processing plant is built in
Bay du Vin, New Brunswick.

Berger receives its ISO 9001 certification.
The company begins exporting products to Korea.

Exports are now being made to Central and South America.

Ms. Valerie Berger, a third-generation family member, joins the company. She brings a new dimension to the company's continued expansion.

Ms. Melissa Berger, a third-generation family member, joins the Berger team. She brings to Berger a wealth of international management experience.

Berger acquires Sun Land Garden Products located in Watsonville, California. The company opens the market in the Western United States and furthers its market development in Mexico.



Régis Berger is already proving his spirit of innovation and operational skills.

Berger invests in new peat moss vacuum harvesters. Berger's peat moss is sold exclusively to Canadian and American brokers.

Berger begins to produce value-added products, such as growing mixes for professional greenhouse growers.

Berger products are now exported to the United States and Japan.

Berger launches its Skyscraper product—an industry revolution!
Management decides to implement a quality control system
to consolidate product quality and support work methods.

A mixing plant is built in Sulphur Springs, Texas. Berger products are now shipped to Mexico.

Berger receives an updated ISO 9001 certification.
Berger celebrates 40 years of quality service and products.

Berger opens a new peat bog in Hadashville, Manitoba. This year marks 45 years of providing our customers with the highest quality and consistent products.

Berger receives Veriflora® certification.

Berger revamps its brand image—from our logo to product packaging to our web site!

Berger introduces its NF Series, which leverages the power of wood to grow more.

2013

Time to celebrate again! It's Berger 50th anniversary!



50 YEARS OF OUTSTANDING PRODUCTS

For half a century, Berger has continuously driven product innovation to offer you the very best products and formats that are developed for your specific growing 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.



**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



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The entire Berger family's of products is backed by ISO 9001 and Veriflora certifications.





BERGER'S NEW AND UNIQUE NATURAL FIBER

NF
WOOD

Berger's R&D team keeps on innovating! Our new NFwood product kicks off the Berger Natural Fiber Series by adding the characteristics of wood fiber to Berger's growing mixes. The NFwood product leverages the growing power of wood to help growers grow more—and better. Its fine-quality wood fiber, which offers optimum water-holding capacity and increased air-filled porosity, is growers' ultimate solution to ensuring healthy crop growth and excellent yield. Growers also get more for less, thanks to greater volumes per bag and per shipment.

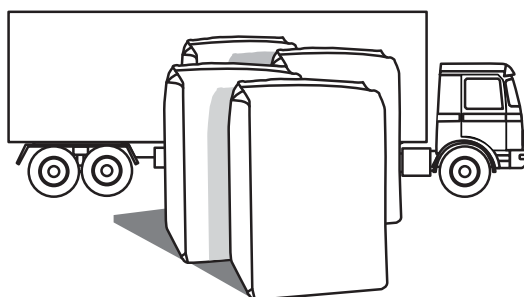
There are a lot of advantages to using NFwood: it is renewable, organic, lightweight, and hydrophilic. Moreover, it is produced using an environmentally friendly process. To learn more about the NF series, please visit www.berger.ca/products/nfseries.

**Get the same quality,
same consistency
and 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.

“ WHAT OUR CLIENTS SAY

MOBLEY'S is a leading producer of high-end genetic container seedlings for establishing managed forests in the Southeastern United States.

We grow longleaf, shortleaf, slash and loblolly pines, with both high-end genetics and open pollinated families. We've been a Berger client for over 10 years and use the Custom Pine Seedling mix. We chose Berger because we can acquire custom mixes with optimum consistency and the ease of use with sky bales. We are also pleased with their customer service. For example, for our 2013 crops, we had chosen a specific type of fertilizer. After another company was unable to get Berger the fertilizer we needed, the Berger team worked to get an optimum substitute fertilizer in the mix—and delivered the final product to us by our deadline.

Mobley's (International Forest Company)
Office: (229) 985-5544 www.interforestry.com



Clark Duncan
Production Manager

Mike Coyle
Operations Manager



OUR PRIORITY: YOUR SATISFACTION



Berger's activities respect a grower-oriented approach; our goal is to provide innovative solutions to every horticultural challenge. However, our work doesn't stop there. We can offer growers a full range of services so that they can achieve unremitting growth.

Berger's services include: customer service, laboratory analysis, on-site visits, and equipment services. So whatever questions you may have, you can rely on Berger to get the right answer!

Customer service

Berger recognizes that each environment, each crop, and each soil needs precise care. This is why we are strongly committed to providing a highly personalized service to our customers. This approach starts from the moment you contact us and throughout the entire process of ordering, production, delivery, and more!

Delivery dates and procedures are given to our customers in a timely manner.

Technical support and lab analysis

Berger's industry-recognized experts are dedicated to delivering top-level, objective, and field-tested solutions for customers with any

growing challenge. You can even ask for our grower advisor to visit your facilities.

You also get access to our scientific team's technical knowledge. Our multidisciplinary team is at your service to conduct a wide range of laboratory testing including:

- Water analysis
- Analysis of nutritive solutions
- Chemical analysis of substrates
- Tissue analysis
- Physical analysis of substrates
- Microbiological analysis

Equipment services

Our work would not be complete without an equipment program. Our experts can advise growers on their different machinery (ex.: wetting line) so that they can achieve better crops and higher yields. Moreover, growers can take advantage of our extensive knowledge in machinery to get the right equipment that will help them optimize the use of our products, such as our Skyscraper.



NEED EXPERT ADVICE?

Since October 2012, Brian Cantin, Berger's Grower Advisor, has been publishing a monthly column giving growers technical advice that covers various topics, such as fertilizers, maintenance tips, environment control, and much more. Moreover, growers have the opportunity to ask him questions in order to take advantage of his vast growing knowledge. **Visit berger.ca to read more!**



Interested in knowing when the next issue will be available? Follow Berger's Facebook page or Twitter feed for all the up-to-the-minute details!

BERGER AROUND THE GLOBE



Berger has carved an enviable niche as an international and forward-thinking growing media supplier. We own 7 factories throughout Canada and the United States that produce growing mixes tailored to the needs of growers in the Americas—and even as far away as Asia.

Berger’s peat bogs are located in 12 different areas: throughout the province of Québec, in New Brunswick, and Manitoba. These different harvesting sites allow us to develop distinct growing mixes for a variety of different needs. We apply our harvesting expertise in every plant in order to classify and select the type of peat we need to respect our recipe standards. Thanks to our meticulous methods, growers are guaranteed to receive high-quality and consistent products.

Our mixing plants are located near our main peat bogs in Canada. We also have a plant located in Sulphur Springs, Texas, where some of our products are available in different bulk formats. In 2011, Berger acquired Sun Land Garden Products, located in Watsonville, California.

Berger is active around the world. Our products are sold in 20 countries thanks to our strong and multidisciplinary sales team.

We have a dynamic team of sales representatives located in different territories in the United States. They are your go-to sources to learn more about Berger’s products.

Moreover, Berger has a team in Latin America situated in Mexico and Central America as well as an exclusive distributor in Ecuador. Our products are also distributed in Japan and South Korea.

Berger can rely on strong, worldwide partnerships to distribute our products.



SUCCESS STORY: HERE’S A TOAST TO A LONG-STANDING PARTNERSHIP!

For more than 33 years, Berger has had a strong business relationship with Specialties Robert Legault. This exclusive Canadian distributor and partner has helped us to expand in the Canadian market.

Located in Boisbriand, Québec, Specialties Robert Legault has always made excellent customer service a top priority, enabling it to develop an outstanding reputation in the market as being Canadian growers’ go-to distributor. Its dedicated team always goes the extra mile—a mindset that is shared by the Berger team. We would like to take this opportunity in our newsletter to say a huge Thanks! to our friends at Specialties Robert Legault. May the upcoming years prove to be just as fruitful!



BERGER’S COMMITMENT TO THE ENVIRONMENT AND COMMUNITY IS GROWING!

Our vision is to continuously be a better and more socially responsible company.

Berger has always cared about the environment and believed that we should have a positive impact on the various communities we serve. That is why we are currently working on a social responsibility report that will help us improve the sustainability of our corporate initiatives. This report will focus on the various aspects of our business: governance, environmental and economic impact, workers/community, and overall social performance.

Moreover, Berger recently participated in a *Social Life Cycle Analysis* that studied the social performance of peat moss producers. The results of this analysis have formed the basis of our new social responsibility program. We have defined main objectives to work on so that we can reduce our impact on the bogs we manage as well as the surrounding water, air, and biodiversity. Berger is also looking at ways of improving the work environment of our employees and how we can better interact with our local community.



THIS YEAR'S YIELD BEGINS WITH US!

“Berger's sales team is your starting point to achieving better quality crops and unprecedented growth. Whether you are looking to offer new types of products to your customers or fine-tune your existing crops, we have got a solution for you!”

Valérie Berger
Vice-President
Sales, Marketing, and Administration



OUR EXPERT SALES TEAM led by Benoit Corbeil



Benoit Corbeil
Sales Director
Americas



United States of America



Jamey McEwen
Sales Representative
& Team Leader
Delaware, Long Island,
Pennsylvania, New Jersey,
Maryland



Eric Stallkamp
Sales Representative
Indiana, Michigan, Ohio



Kevin Long
Sales Representative
Missouri, Colorado, Montana,
Wyoming, Arkansas, Kansas,
Nebraska, Oklahoma



Tim Shinke
Manufacturers Representative
Alabama, Louisiana, Mississippi



Scott Bedenbaugh
Sales Supervisor
East



Martha Trubey
Sales Representative
New Mexico, Texas



Douglas Laubenstein
Sales Representative
North Dakota, Wisconsin, Iowa,
Minnesota, South Dakota



Derek Schumacher
Sales Representative
Illinois, Indiana, Missouri



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



Mike Hennequin
Sales Representative
North California

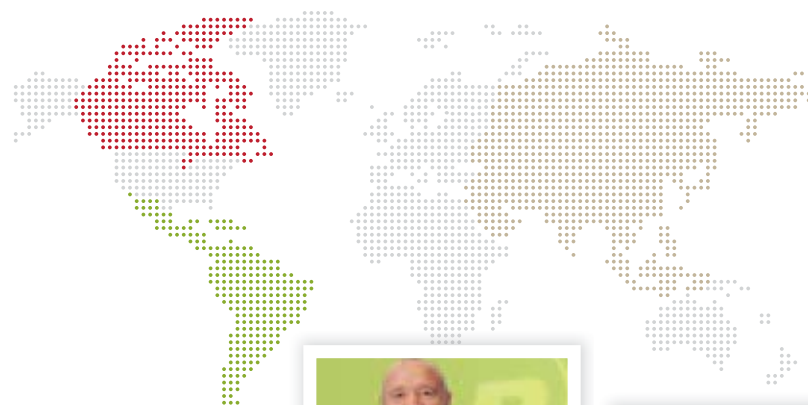


Fred Mac Lean
Sales Representative
Maine, New Hampshire,
New York (except LI), Connecticut,
Massachusetts, Rhode Island,
Vermont



Peter Hesse
Sales Representative
South California

Canada, Latin America, and Asia



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)



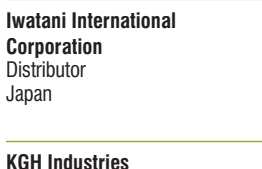
Gerry Power
Manufacturers Representative
Atlantic Provinces



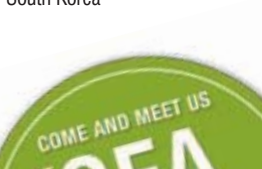
Martin Barrera
Sales Manager
Latin America



Harold Sagastume
Sales Representative
Central America



**Iwatani International
Corporation**
Distributor
Japan



KGH Industries
Distributor
South Korea



Berger

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