



The Family that Stands by You

# The Berger PRESS

Supplement to Greenhouse Grower

Fourth Edition

berger.ca



**FIND OUT HOW  
SOUTHWEST  
PERENNIALS  
CONSISTENTLY  
GROWS WITH BM6**

Learn more on page 2



## OUR COMMITMENT TO YOU!

At Berger, our entire team of specialists is constantly seeking innovative solutions and, thanks to our client-focused approach, we're confident we can help all horticultural professionals with their crops' specific needs. We're able to help growers like you, because everything we do is based on four fundamental values: performance, proximity, commitment, and harmony.

### Great performance starts with Berger

Berger constantly seeks optimal results. In fact, we set the mission of producing high quality and consistent growing mixes that meet the specific needs of our customers. To accomplish that mission, we've developed comprehensive procedures for selecting, handling and processing raw materials. Our quality control system ensures that – load after load, season after season, year after year – your mix will always be the same.

### Proximity is the key

Berger makes a point of staying in close touch with our family of customers. We're committed to listening and understanding them, to making sure we offer a complete range of services tailored to their conditions. No matter what crops you produce or what challenges you face, the Berger team will work with you – as a real partner. Maintaining close partnerships with growers remains our priority.

Over the past few months, Berger has been working hard to expand the territory our sales team covers. New sales representatives have joined the team and are ready to respond to your specific needs. By selling directly to you, the grower, we can adapt our products to your conditions.

Our expert team is your gateway to all the technical information you need, making it easier for you to concentrate on doing what you do best.

### Respecting all commitments

Berger is dedicated to meeting all commitments regarding specifications, quantities and deadlines. The entire Berger team makes sure that all procedures are properly followed – from field to delivery and beyond.

### In tune with your needs, in harmony with the environment

Our main goal at Berger is to help you grow more and grow better. That's why we endeavor to create a climate of trust, building collaborative relationships with you, the growers. By getting to know you better, we can adapt to your needs more effectively, tailoring our products to help you achieve your production objectives. We also strive to work in harmony with the environment. Our **Veriflora**® certification attests to everything we do to ensure the sustainability of our products.

Ultimately, Berger is not just another producer of growing mixes. We're a team, more than that, we're a family and we consider you full members of that family. That's why we'll always stand by you as you grow. We'll be your reliable partner in finding innovative solutions to help you achieve optimal yields – and results.

### More about Berger

With over 50 years of experience, Berger employs more than 400 people whose mission is to support and satisfy clients in 25 different countries. Today, the company's 7 plants are dedicated to the processing of value-added horticultural growing media. The consistency and uniformity of our peat-based mixes result from a perfect blend of the peat moss we harvest in our 11 peatbogs across Canada.

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# 300 PLUG VARIETIES: ONE UNIQUE MIX!

Southwest Perennials started small, but with a great deal of diligence, and a little help from Berger, co-owners Jerry and Georgia Soukup succeeded in developing a medium-sized business that now ships between three and four million perennial plugs across the United States annually. Located in Dallas, Texas, the company comprises 80,000 ft<sup>2</sup> (approximately two acres) of greenhouse space, produces nearly 300 plug varieties, and has a steady workforce of 24 employees. Over the years, Jerry and Georgia have kept true to their initial objective: delivering high-quality perennial plugs on time, with great attention to detail.

At Southwest Perennials, one of the organizational culture's core values is simplicity, and that would explain why Berger's BM6 mix is now used as a universal mix for the entire operation. Mr. Soukup is very satisfied with the product. "We chose to use Berger's BM6 mix," said Mr. Soukup, "for its high quality and consistency versus the products of competitors. We always get the same great results, and it really makes the whole production process a lot easier on our staff. Everyone should use it." Other reasons for Mr. Soukup's choice include the fact that the product is complete and ready-to-use: "There is nothing to add or change about it," he explained. "It provides the initial boost our plugs need, and allows for quick root development."

Mr. Soukup is also very happy with the quality of the service he receives from his sales representative and Berger's customer support team: "[Martha Trubey, sales representative in Texas] is truly fantastic. She always proposes new material, to see whether it would suit our needs better, and tests products with us on-site. What they do for their customers at Berger

is beyond belief. Their kindness and family orientation make it very pleasant to deal with them. We can say that Southwest Perennials has grown with Berger, and we're proud of it."

Watch the complete video testimonial at [berger.ca/testimonial-sp](http://berger.ca/testimonial-sp)



## STAY TUNED FOR MORE TESTIMONIALS

Whether you're a local grower or worldwide distributor, the Berger team will be pleased to partner with you to help you meet your objectives, big or small. Like Southwest Perennials, several successful companies are proud ambassadors of the whole value-added Berger experience – we cannot wait to share their stories and challenges with you, and to show you how Berger's quality products and services have helped them become more successful. **Stay tuned for more authentic testimonials and to find out, how people like you, live the Berger difference.**

# TAKING SUSTAINABILITY TO THE NEXT LEVEL

Berger has been Veriflora® certified for responsible peatland management since 2010. As a third-generation family-owned business, we believe it is our responsibility to leave a healthy environment to future generations. That's why we keep working hard, as a team, to not only comply with the standards, but surpass them. Here are just a few concrete examples of measures we've put in place over the last five years.

We've established indicators to calculate the amount of CO<sub>2</sub> our operations generate and have found ways of reducing it through several peatland restoration and rehabilitation projects. We developed a master plan that will guide how we manage our resources and introduced policies to favor purchasing from local suppliers. We are also proud of all the efforts we've made to reduce waste. We succeeded in reducing the amount of plastic we use in our packaging by more than 200,000 pounds over a period of five years.

### Our commitment to community

In addition to addressing the environmental aspects, our sustainable development program focuses on social sustainability. Berger cares about the communities where our facilities are located, especially about the health and well-being of the families that live there. That's why we've created a sponsorship program to promote the development of those communities.

Being socially involved also means caring about the environment in which our employees work and live. We are continuously exploring ways to improve the comfort and ensure the safety of our team. We understand the importance of work-life balance and are open-minded about how to achieve it. We've strengthened our fire prevention program to keep everyone safe. And these are just a few of the many ways we strive to make Berger a great place to work.

During the fall of 2014, Berger successfully renewed its Veriflora® certification, reinforcing our deep desire to improve our performance in all spheres. In a few months, we will be publishing our corporate social responsibility (CSR) report. Stay tuned to learn more about how Berger is dedicated to being a responsible corporate citizen.





# Save the dates TRADE SHOWS

## **CENTS - January 7-9**

Columbus OHIO

Booth #1806

## **MANTS - January 14-16**

Baltimore MARYLAND

Booth #353

## **TPIE - January 21-23**

Fort Lauderdale FLORIDA

Booth #819

## **NJ PLANTS -**

### **January 27-28**

Edison NEW JERSEY

Booth #268

## **NTNGA - February 6-7**

Mesquite TEXAS

Booth #314

## **Cultivate'15 - July 11-14**

Columbus OHIO

Booth #1529

## **PANTS - July 29-30**

Philadelphia PENNSYLVANIA

Booth #1604

## **TNLA - August 13-15**

Dallas TEXAS

Booth # 3223

## **Far West - August 27-29**

Portland OREGON

Booth #7056

## **Canadian Greenhouse**

### **Conference - October 7-8**

Niagara Falls ONTARIO

Booth #53

## **FIHOQ EXPO -**

### **October 29-31**

Montréal QUÉBEC

Booth #429

## TUINSTRA GREENHOUSE

Back in 2011, while working in Michigan on several courtesy calls and follow-up visits with Eric Stallkamp, sales representative in Ohio, we dropped in at Tuinstra Greenhouse in Shelbyville, a company now specializing in the growing and cultivation of organic culinary herbs. At that time, Tuinstra Greenhouse mainly produced bedding plants. Among other things, I wanted to meet Mr. Tuinstra, as I'd never been there before, and ask whether there were growing concerns he wanted to discuss. It turned out our visit came at just the right time.

Indeed, Mr. Tuinstra was having problems with his blue and yellow pansies, two varieties he had recently started growing. Their top growth and root system were definitely not as developed as in the other pansy varieties. Although those new crops were grown in the same greenhouse and received the same feed and watering as the other pansies, they did not show the same vigour and integrity. Upon a close examination of their root system, I noticed there were early symptoms of root rot. Therefore, I recommended certain adjustments to Mr. Tuinstra's watering practices as well as the use of fungicides to control a number of pathogens with one application. It is always important to properly identify the pathogens that are involved, but as remedial action needed to be taken rapidly, a broad-spectrum fungicide and a combination of two different fungicides were options I discussed with Mr. Tuinstra.



Brian Cantin, Grower Advisor

Our intervention proved to be effective, as we were able to salvage a good portion of the two new pansy varieties. Mr. Tuinstra was grateful for the time and effort we put into resolving this issue, and he continued to work with us after having switched to organic herb production. On a subsequent follow-up visit, he told Eric that if it had not been for the knowledge and quick service provided by Berger, he would have lost those crops. Having the opportunity to help customers succeed and to develop such relationships is not only rewarding; it also makes my job even more stimulating.

[berger.ca/tgt](http://berger.ca/tgt)

## TECHNICAL GROWER TALKS

BY BERGER

July OHIO

August TEXAS

October CALIFORNIA

Stay tuned for Berger's 2015 Technical Grower Talks tour:  
professional events combining expertise and practical tools  
on real horticultural issues

### CUSTOMER SATISFACTION SURVEY

# 94%

of all respondents  
rated the quality of  
Berger's mixes as our  
main strength. We  
always seek to exceed  
your expectations!

Congratulations to Mr. Phil Banning from Geremia Greenhouse, who won the Berger bog tour after responding to Berger's customer satisfaction survey.





# BERGER'S EXPERT SALES TEAM



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"For more information on Berger's consistently superior growing mixes, contact us today!"

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