

Growing Media - Industry reviews

What's coming in 2016!

In 2015, we have experienced overall success and market penetration in the USA. In 2016, we will continue to optimize our offer and keep the same focus to build on the growth we have been experiencing in the last 5 years.

We are proud to have added numerous customers worldwide that are now working with us and are part of the Berger family. The addition of the BM4 NF Wood to the BM family has shown impressive results and is complementing advantageously our line of Berger mix products.

In this new year, we will remain focused on providing you, our customers, with what we believe is the best substrate in the industry. Quality, consistency and service will remain our distinguishing features.

Besides manufacturing high-quality growing media products, we will also offer several services to support growers in their success: dedicated sales representatives; customer service to provide updated shipment schedules; analytical services to test soil, tissue or water samples; equipment services to help setup and troubleshoot potting lines; technical services to find growing media solutions adapted to our customers' needs and to assist them with any issues they may have during production.

If we are already privileged to count you as our customer, thank you for your business. If you are interested in joining our family, we will do everything we can to let you experience the Berger difference.

Benoît Corbeil
Sales Director



State of the resource

Thanks to peat being such an exceptional resource, Berger has been standing out for more than 50 years when it comes to the reliability of its professional growing media. Offering a wide range of products that meet the highest quality standards of growers around the world did not happen by chance. Indeed, the rigorous methods for peat bog selection, harvesting, storage and all the processing steps of this raw material ensure mix consistency, bags after bags and year after year.

Berger's mixes added value comes both from the quality of its ingredients, but also from the will of the company to exceed environmental standards of the industry - efforts that are supported by the *Veriflora*® certification.

Over the years, Berger has established partnerships with various institutions to develop sustainable peatland operation techniques. Participating in multiple internationally-renowned research projects, Berger has become an undisputed leader when it comes to sustainable development and restoration of peatlands.

Thanks to its certified practices regarding responsible peatland management and the use of predictive tools for managing and planning the resource, Berger can provide every growers and future generations with a supply of first-quality products.



Alexandre Brisson
Director - Resource and Special Projects

Pierre-Marc de Champlain
Supervisor - Technical Services

Dedicated to your success



The horticulture and landscape industries are evolving at a fast pace. Certain markets are shrinking while others are rapidly emerging due to environmental constraints or new trends. Due to severe droughts and water restrictions, production practices change and expand, some crops are growing in popularity, and innovative production systems and methods are developed.

In order to accurately anticipate customer's needs for specific products, practical tools and pertinent information, the technical department stays informed and constantly monitors current trends. This also allows our grower advisors to help professional growers with any issues they may be experiencing regardless of their nature. We are always willing to take that extra step and strive towards giving our customers more than they expected.

The technical department team's goal is to establish an honest, respectful and lasting relationship with our customers. Our highly-qualified grower advisors vow to listen carefully to your queries and propose inventive yet comprehensive solutions that are adapted to your reality. If you require any technical assistance, contact your sales representative and he will make sure you get the support you deserve.



We had the opportunity to host a presentation on the

NF Wood

products at SusGro 2015 -
Vienna, Austria.

3 Technical Grower Talks

were hosted in the US
and Mexico. More than
200 growers enjoyed
Berger's professional
seminars.



Strengthening of
Berger's quality
management
system with the
award of

ISO 9001

certification to
the Texas plant.

Veriflora®

certification was
renewed in early
September.



More than 70,000 trees planted

in Quebec and New Brunswick
for peat bogs restoration.



More than

30

trade shows

where you have
experienced the Berger
difference.

2015

A Berger year in review

Berger's
sales
force is

25

sales reps dedicated
to support growers in
their daily routine and
challenges.



Berger's digital
potting chart
has been upgraded
for more precision.

berger.ca/testimonial

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Customer testimonials

from professional
greenhouse companies
around the whole America.

22,897 SME analysis &

1,322 water analysis

have been analyzed for Berger's
customers since last January.



What is next for 2016

MANTS	Baltimore	MD	January 6-8
SE Regional Fruit & Vegetable Trade Show	Savannah	GA	January 7-10
TPIE	Fort Lauderdale	FL	January 20-22
Gulf States Horticultural Expo	Mobile	AL	January 20-22
NorCAL	San Mateo	CA	February 11
Cultivate	Columbus	OH	July 9-12
TNLA	Houston	TX	August 18-20
FAR WEST	Portland	OR	August 25-27
Canadian Greenhouse Conference	Niagara Falls	ON	October 5-6
FIHOQ Expo	Montréal	QC	October
Expo Agroalimentaria	Irapuato	Mexico	November

Berger 3.0

The web site berger.ca will be revamped in 2016!

The new web structure will be based on your true needs and will enable an intuitive surfing and a surprisingly simple information search. This tool is developed with the objective of being interactive and becoming the reference in the field of growing media.

From the improved digital potting chart to the library of expert articles freely available, Berger's web site will be your new go-to resource on the web!

Elizabeth Raymond
Coordinator – Advertising
and Promotion



Technical Grower Talks Berger's seminars continue!

As a leader in top-quality growing media, Berger attaches the utmost importance to best horticultural practices, the obstacles encountered by professional growers, the evolution of the industry and the follow-up of crop results in greenhouses.

The continuation of the Technical Grower Talks in 2016 is an opportunity for Berger's experts to participate in the optimization of growth results and the simplification of their customers' daily routine by giving them access to technical seminars and interactive sessions.

Stay tuned for the 2016 tour at berger.ca/tgt

**technical
Grower
talks**
by Berger

Analysis service

Did you know Berger's customer offer includes analysis service? Whether for routine testing or to get to the bottom of nutritional issues, taking advantage of this service can be a huge benefit to you. Our quick turn-around time will allow you to react rapidly and implement corrective measures. Our team of grower advisors can

also help you interpret the results and assist you in your decision making.

We have labs in the United States and in Canada, so we can offer a quick and efficient service wherever our customers are located. Our labs use the latest technology and rely on highly-skilled personnel to obtain precise and dependable results.

Our laboratories are also responsible for our products quality control. In addition to our frequent sampling and in-line quality control made directly at the plant, our various chemical and physical analyses results are used to make daily adjustments to our formulations and ensure a perfectly stable product. If the material we produced doesn't meet our narrow specifications, it simply won't be shipped. If you are curious about the quality control results of the load you received, we can provide a final inspection report that is specific to the product you are currently using.

Olivier St-Pierre
Supervisor – Analysis Service





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