

Leading the Industry

2019 Edition

2018 Review & Looking Ahead

It's been a big year at Berger, with plenty of additions to our team. As part of our commitment to offer increasingly more efficient and personalized services, we recently welcomed four new sales representatives to better serve the U.S. and Canadian markets. The arrival of three new R&D project managers will ensure the optimization of Berger products in all kinds of environments, as well as facilitate the development of new products that will continue to address the diverse needs of our consumers. Meanwhile, our new grower advisor, Guillermo Maldonado, is already working hard to help customers identify and prevent potential problems with their operations, and optimize irrigation and fertilization practices, as well as temperature and humidity control.

We also expanded our product lines, with the launch of the new BM5 Series, combining Berger's premium peat moss with wood fiber and perlite, as well as the BM2

Propagation Paper Pot. And all the while, celebrating 55 years as a proud family business!

Much like you, we look towards 2019 with excitement, but the big question remains: What are the best practices for facing business challenges in 2019? Our concerns are the same as yours. That is, learning how to adapt to increasingly diverse demands, while also retaining customers and seizing on new opportunities for acquisition. There's also the challenge of identifying and capitalizing on the potential of emerging markets like cannabis, while not ignoring the ever-evolving value of more traditional markets like flowers, ornamental plants and greenhouse vegetables.



To help you establish a more stable footing as we head into another exciting year, we asked Berger's top minds to share their **best business advice for 2019.**

Berger's Business Advice

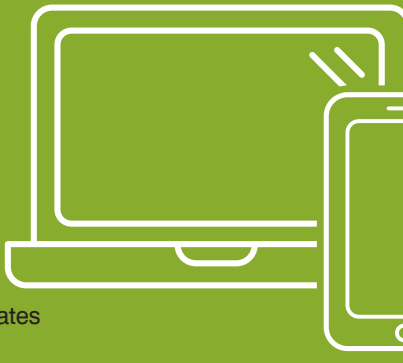
Technology: Integrate as You Go

Technology is no longer optional—especially when consumer needs evolve so quickly and the new generation of leaders grew up in a connected world. Chuck Buffington, Sales Director - United States at Berger confirms, “Not keeping up with the latest technological advances increases the cost of doing business. It’s in your best interest to follow advances in tech and integrate the right solution as soon as you can, making sure that your resources and organization can support them, of course.”



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Chuck Buffington
Sales Director – United States



Growers: Optimize Every Dollar

According to Kevin Cooper, Berger’s Growing Advisor, “Make sure you get the biggest bang for your buck and remember, cheaper is not always better.” How? Use superior mixes that require less water and grow crop faster. Start with good quality seed, cuttings, liners and plugs. Keep your greenhouses clean and in repair. Keep up to date on technology and products—do not procrastinate! And finally, take care of valued employees and chose new ones carefully.



Kevin Cooper
Grower Advisor

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Marco Paré
Director – Production Projects



Production: Automation to Increase Profitability

The benefits of automation are many: reduced costs and boosted productivity, as well as improved productivity, availability, reliability and performance. However, notes Marco Paré, Director of Production Projects at Berger, “It’s not always easy to calculate the real impact of such a major shift. It’s best to work with experts who can help you choose the best possible options for your reality and optimize the return on your investment.”

Leadership: Plan for Your Future Success

Planning plays a crucial role in how your company will grow and thrive in the years to come, but many leaders say they don’t have enough time to do it properly. Berger’s Executive Vice President Marc Bourgoin reminds us, “Have confidence in your team. The people you entrusted with operations have the skills to make good, informed decisions, which frees you up to focus on strategic planning.” Let them do their thing, so that you can do yours.



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Marc Bourgoin
Executive Vice-President

Business Development: Get the Numbers Right

Caroline Mailloux, Berger’s Vice President of Finance is unequivocal: “You cannot achieve success without rigorous financial management. When your numbers are right, you make better business decisions.” Considering the ongoing challenges related to cutting costs, maintaining cash flow and managing the competition, your teams need the best financial data in order to accurately assess risks, budget projections and financial patterns.



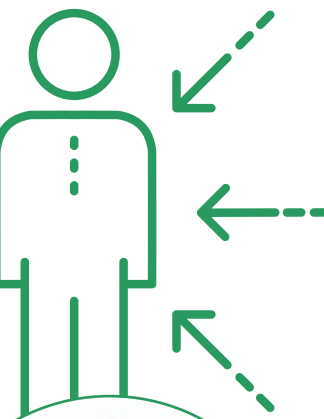
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Caroline Mailloux
Vice-President - Finances



Human Resources: Invest in Your People

Finding qualified personnel for key growth positions will continue to be a challenge in the year ahead. But as Diane Marchand, Berger’s Vice President of Human Resources reminds us, building employee engagement costs less than recruiting new employees. Considering that it can take up to eight months to onboard a new employee—and the high risk of turnover—she advises to “see the cost of career programs not as an expense, but as an investment.”



Diane Marchand
Vice-President - Human Resources

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Leading Horticultural Markets Overview

The U.S. flower and ornamental plant market was valued at wholesale for the 15 State program at **\$4.37 billion** in 2015, with an estimated 6,000 producers in operation.¹

The U.S. is home to thousands of greenhouse vegetable farms, **1,515 of which are certified organic** producers.³



The legal cannabis market will **grow to \$30 billion** by 2025.⁴



The total value of **greenhouse vegetable production** reached \$553.3 million in 2009.³




Mother’s Day represents 28% of annual American flower consumption.⁵

¹. Allied HR IQ. March 2013. “Onboarding and Retention Results of 2013 Workforce Mobility Survey”. ². Pizano (Martha), USAID. 2016. “The USA Flower Market”. ³. Hickman above \$30 billion by 2025”. ⁴. USDA, National Agricultural Statistics Service. April 2016. “Floriculture Crops 2015 Summary”.


(Gary). Cuesta Roble Greenhouse Consultant. 2017. “North American Greenhouse Vegetable Production- Statistics, 2017”. ⁴. New Frontier Data, August 2018. “13 New U.S. Cannabis markets could push legal Revenues

Berger's Dedicated Sales Team


When it comes to maximizing your crops or maximizing your business growth, you couldn't ask for a better partner than Berger. Contact one of our sales representatives to learn more about our innovative products and how our services can **contribute to your success**.




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