



STRENGTHENING BUSINESS PARTNERSHIPS

Strengthening Business Partnerships

Have you noticed how quickly our industry has mobilized in order to tackle the changes the recent pandemic suddenly imposed upon us? It is comforting to recognize our ability to stick together and continue feeding the population and enhancing people's lives. As the situation continues to evolve, we are hopeful for the coming weeks and remain convinced of the ever-increasing importance of our contribution to society. We are confident that the future of our industry is indeed very bright.

And Berger is no exception. Founded in 1963, we have been operating for over 57 years. We have had to overcome many challenging events, such as economic recessions, fires, changes in competition, pandemics, etc. Our teams have handled each of these events with courage and resilience. We have been able to reinvent ourselves and develop new work methods. That is why we believe that in a post-pandemic world, we will emerge stronger and wholeheartedly prepared for growth.

DEDICATED TO YOU

At Berger, beyond our products and commercial success, we are especially dedicated to our long-standing business relationships. Our priority is your satisfaction as well as our employees' well-being. In order to preserve the quality of our products and maintain the levels of stellar service that you have come to expect, we have implemented several measures. In addition, because we foster unique business relationships, all of our actions are driven by support for our customers and continuous investments.

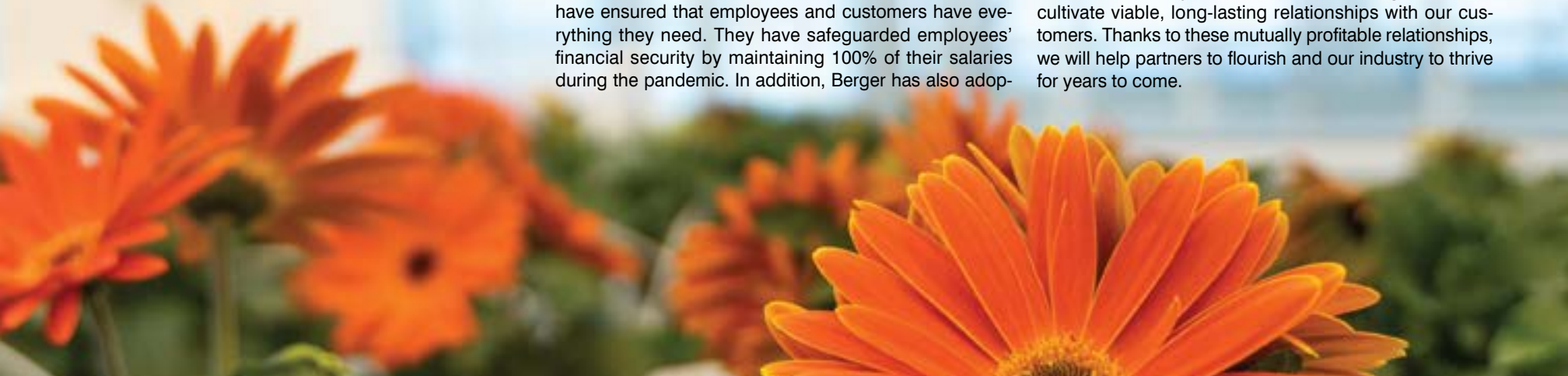
Berger's commitment begins in the head office with Valérie and Mélissa, the third generation that runs our family business. These two conscientious businesswomen are fully dedicated to the well-being of the Berger community—all without losing sight of their goal to contribute to our industry's success. During the COVID-19 crisis, they have ensured that employees and customers have everything they need. They have safeguarded employees' financial security by maintaining 100% of their salaries during the pandemic. In addition, Berger has also adop-

ted a flexible order and delivery management approach to mitigate the impact of the pandemic on our customers and their production.

GOING THE EXTRA MILE

All members of our team are dedicated to your operation's success; they can help you select the right substrate as well as accompany you during greenhouse trials and throughout your growing cycle. Depending on your needs, our experts go far beyond just taking orders: they become fully engaged in making your operation successful. They will not hesitate to share their horticultural knowledge with you to maximize your yield and profitability.

At Berger, we don't talk about sales with a human touch. Rather, we are all about people being at the heart of our work. The best way to define business at Berger is that we cultivate viable, long-lasting relationships with our customers. Thanks to these mutually profitable relationships, we will help partners to flourish and our industry to thrive for years to come.



Get to Know Our Sales Team

Jeena has been an advisor on vegetable cultivation for 23 years in California. She joined the Berger sales team at the end of 2019. Her field experience, combined with a Major in Plant Science, make her a very qualified and go-to expert.

Newly-relocated to North Carolina, Jeena is working to establish relationships with customers in her territory and share her experience with local producers. In this new era of social distancing, she has had to reinvent her approach. In order to properly determine a grower's needs, Jeena usually visits a facility with a Berger technical expert to fully understand its production, irrigation and fertilization strategies as well as the facility's structure.

Recently, she was supposed to visit a potential customer who produces strawberries in containers. Rather than postponing the visit, the team took advantage of technology to conduct the visit virtually. Our technical experts were able to diagnose that the strawberry plants were threatened by a root disease based on the analysis of video footage and pictures. Together, the Berger team worked to understand this grower's challenge and provided a viable solution: a substrate that is more adapted to the grower's production style to better control the upcoming harvest. This case study demonstrates that both in person and remotely, our team can help optimize and safeguard your crops.



JEENA ANDREWS

Sales Territory: North & South Carolina

As an invested partner in your operations, each Berger representative brings a personal touch to their approach. Caleb believes that managing your orders and supply must be simple, well-planned and reliable. His parents owned a small operation that produced mums and springs crops. He learned firsthand how a greenhouse works as well as the key criteria for a successful production. He carefully plans for his customers' needs and can help find solutions to challenges they may have.

At the end of a growing cycle, he follows up with customers to monitor production performance and determine any adjustments to be made for the next season. He generates a report based on this discussion and order history to help him predict what's likely to come. Caleb is very proactive: he works closely with you to get around transportation constraints so that you can focus on greenhouse operations, rather than managing substrate deliveries and inventory. One of his strengths is that he assists you in minimizing risks and takes concrete actions on controllable variables in order to overcome unforeseen events.



CALEB DWIGGINS

Sales Territory: Missouri, Illinois and Indiana

R&D Greenhouse

A CULTURE OF INNOVATION

Berger's DNA includes our commitment to quality. We have always worked closely with different university research centers located in the U.S. and Canada, including Université Laval, Michigan State, North Carolina State, and others. Our mission of developing superior growing media drives us to continuously improve product performance. This starts by challenging our ideas with specialized external partners and third parties. We always collaborate with the very best in the industry. In order to live up to our customers' ambitions and expectations, we have further improved our research and development processes since last September.

A major investment enabled us to build a state-of-the-art research greenhouse. This 25-foot-high, ridge-vent glass structure is fully controlled by an automated system. It houses multiple cultivation sections that can accurately and independently reproduce the conditions of a large range of growing environments with their unique temperature, lighting and irrigation controls. This ability to replicate multiple production conditions helps us to better understand growers' realities and challenges. The more knowledge we gain, the better our products will continue to be!

In addition, our biomass heating and AC system, which can be powered by our own peat land debris or local residual forest wood chips, is another win for the planet. As many of our customers, respect for the environment is part of our commitment to the next generation. This self-sufficient, energy-distributed greenhouse is part of a greater social responsibility. Berger's new research infrastructure, a testament to our ability to stay ahead of our customers' needs, would not have been possible without a team of experts that support our R&D strategy and operations. Our 10 specialists, committed to crea-

ting innovative solutions, are motivated by achieving ideal growth patterns—all while optimizing greenhouse production profits. R&D, as part of our value-added cycle and along with our technical services, laboratory analyses and quality control processes, supports professional growers throughout their entire production cycles. We improve and streamline customer operations by providing fully-tested and adapted growing media.

For over 10 months now, we have put our substrates through extensive growing tests, including observing nutrient interactions and quantifying fertilizer requirements, to improve their horticultural conduct and adaptability. Our researchers have also focused on emerging market crops and new cultivation practices that will influence tomorrow's industry. Whether you cultivate ornamentals, vegetables, herbs, soft fruits, or organic productions, you deserve exceptional know-how. As a visionary greenhouse grower, you can rely on Berger's innovations time and time again. Berger is also at the forefront of food safety measures, which means you gain peace of mind working with a partner that truly understands all facets of the business.

NEW



The Right Mix to Suit Your Needs

The world is in flux and certain decisions will be necessary to define our "new normal." You may choose to redefine your operations, integrate new crop varieties that are more oriented towards the food sector, expand the space dedicated to the food industry, or optimize your yields. We want to contribute to the industry's evolution by closely working with you. Each crop presents its own unique benefits and challenges. Thanks to our research efforts and broad expertise, our knowledge in the use of growing media in controlled environments is continually increasing.

Berger's reputation is based on the quality of our products. Our peat-processing quality control system ensures the product consistency you deserve. This system covers all aspects of our production, from the field to the processing plant to bagging. Our tailored support and high-performance substrates ensure uniform productions. We select components with the same rigour for quality standards. Whether you need to evenly grow vegetable seedlings, berries or flowers, Berger has got you covered. Looking to switch to organic production? We can provide guidance and help you make the transition successfully. Berger can also help set up trials at your facilities and provide support as you adapt to a new product. You can count on your Berger representative and our team of technical experts throughout your entire growing cycle. We will help you obtain the best results possible.



BM4 NATURAL FIBER - WOOD

With our BM4 Natural Fiber - Wood, you'll enjoy all the benefits of our rigorous quality control process that ensures the most consistent peat-based mixes with quality wood fiber. It offers a connective structure that provides an excellent water reserve with rapid air diffusion for fast root development.



BEST SELLER

BM6 ALL-PURPOSE

Our classic peat perlite blend with a proven history of quality and consistency, the BM6 is the most reliable choice for your ornamental productions. It offers a porous structure that rapidly drains excess water providing plenty of air space, ideal for the development of a healthy root system.



AVAILABLE SOON

BM2 NATURAL FIBER - WOOD HP

In 2012, Berger became the first company in North America to incorporate wood fiber (NF Wood) as a sustainable component in professional growing media. Since then it has developed expertise in the management of this material. We developed a fine grade wood fiber specifically designed for germination which offer optimal moisture conditions around the seed for uniform germination.

Designed with short wood fibers and combined with our high-quality fine-grade sphagnum peat moss, the BM2 NF Wood, this unique soil structure promotes rapid root development for a great return on investment. Berger's NF Wood product is an alternative, more environmentally friendly option.

This innovative component comes from the company you've come to rely on for the most consistent growing media: Berger!

FINE GRADE WOOD FIBER

FINE GRADE PEAT MOSS



ORGANIC PRODUCTION

Manufactured with high-quality components listed by OMRI, these professional growing mixes are adapted to your needs and are designed to give you full control of your production. There are several mixes available depending on what, when, where and how you are producing. Please contact your sales representative to find out which is best-suited to your needs.



BERRIES IN CONTAINERS

Growing field berries is an agricultural technique that has been mastered for generations. However, there is currently a trend towards growing in containers. Did you know that growing berries in containers can yield close to double the number of sellable fruit? Learn more about Berger products dedicated to this type of production on strawberry.berger.ca.



HEMP/CANNABIS - PROPAGATION AND CULTIVATION

Whether for propagation or finishing, the quality of our mixes ensures that you will get predictable results. Our mixes provide ample air space and drainage to prevent over-saturation and promote rapid development of a healthy root system. Get the maximum out of your investments by using substrates from Berger.



Employee Spotlight

FÉLIX PARENT

Position: Coordinator - Greenhouse

Félix Parent coordinates the efficient systems of our R&D greenhouse. During its construction, he was part of the team that oversaw the commissioning and start-up of the entire facility, in addition to programming the automation and management systems for growth zones. Félix adjusts and regulates the various systems' parameters in order to mirror the conditions of a wide variety of growing climates. This allows Berger to develop new products and rigorously test their performance levels under growing conditions that are similar to yours.

Félix has in-depth knowledge of the latest technologies and best practices in automation, which helps optimize production systems, inputs and crop yields. At a time when recruiting and training employees can be difficult, automating systems remains an effective long-term solution. Félix is up to the challenge to combine technology with the science of living things, such as agronomy. His obsession for improving inputs, crop management, and overall business management knows no bounds. Berger believes that customers appreciate this type of can-do attitude and solution-driven mindset!

Berger's Dedicated Sales Team



Berger

When it comes to maximizing your crops or fostering 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**.

United States of America



Chuck Buffington
Vice-President – Sales
336-543-6388
chuckb@berger.ca



Troy Haney
Divisional Sales Manager
207-227-0897
troyh@berger.ca



John Santoro
Divisional Sales Manager
215-859-1605
johns@berger.ca



Matt Drzal
Divisional Sales Manager
517-896-7046
matt@berger.ca



Kevin Staso
Divisional Sales Manager
610-389-0857
kevins@berger.ca



Scott Bedenbaugh
Corporate Account Manager
Alabama, Louisiana and Mississippi
850-217-5802 scottb@berger.ca



Brent Kenney
Sales Representative
Delaware, Maryland, Eastern Pennsylvania, West Virginia & Virginia
410-251-4337 · brentk@berger.ca



Caleb Dwiggin
Sales Representative
Missouri, Illinois and Indiana
660-651-9722 · calebd@berger.ca



Charles McKinnon
Sales Associate
California
916-202-4231 · charlesm@berger.ca



Dave Ferris
Sales Representative
North & South Dakota, Iowa, Minnesota and Wisconsin
651-398-9183 · davef@berger.ca



Dana Main
Sales Representative
Idaho, Montana, Oregon, Washington and British Columbia (Canada)
760-809-7369 · danam@berger.ca



Derek Schumacher
Sales Representative
Nevada, Utah, Colorado, Wyoming and Nebraska
651-491-9910 · dereks@berger.ca



Jeanne Himmelein
Sales Representative
Southern Michigan
269-998-8958 · jeanneh@berger.ca



Jeena Andrews
Sales Representative
North & South Carolina
828-432-7844 · jeena@berger.ca



Joel Hoving
Sales Representative
Northern Michigan
616-610-2732 · joelh@berger.ca



Julie Williams
Sales Representative
Northern California
831-444-2348 · juliew@berger.ca



Kevin Hall
Sales Representative
Arizona and Southern California
949-456-4501 · kevinh@berger.ca



Kevin Long
Sales Representative
Arkansas, Kansas, New Mexico, Oklahoma and South & West Texas
405-623-8122 · kevinl@berger.ca



Martha Trubey
Sales Representative
Northern Texas
214-675-4997 · marthat@berger.ca



Mike Hennequin
Regional Account Manager
California
831-717-8409 · mike@berger.ca



Noal Ruckel
Sales Representative
Ohio & Western Pennsylvania
440-220-2276 · noalr@berger.ca



Paul Matheu
Sales Representative
Connecticut, Rhode Island and Western New York
401-500-3982 · paulm@berger.ca



Peter Hesse
Sales Representative
Central California
805-431-0741 · peterh@berger.ca



Ryan Wall
Sales Representative
Maine, New Hampshire, Massachusetts and Vermont
774-284-0629 · ryanw@berger.ca



Scott Hurley
Sales Representative
New Jersey and Long Island
609-752-1142 · scotth@berger.ca



Tim Schinke
Manufacturers Representative
Alabama, Louisiana and Mississippi
630-258-4391 · tims@berger.ca



Zac Carter
Sales Representative
Georgia, Kentucky and Tennessee
615-473-2385 · zcarter@berger.ca

Canada



Nancy Boekestyn
Sales Manager
Canada
905-658-2167 · nancyb@berger.ca



Robert Dupuis
Director – Corporate Accounts
Canada
514 444-9172 · robertd@berger.ca



Bas Brouwer
Sales Representative
Southern Ontario
905-658-6185 · basb@berger.ca



Kevin Triemstra
Sales Representative
Central and Northern Ontario
416-881-5293 · kevint@berger.ca



Kevin Wesenberg
Sales Representative
Alberta, Manitoba & Saskatchewan
403-396-4916 · kevinw@berger.ca



Sean Chiki
Sales Representative
Niagara, Ontario
905-407-0161 · seanc@berger.ca

Mastering the Craft of Growing Media

berger.ca |
customerservice@berger.ca

1-800-463-5582