



PRESS RELEASE

*For immediate release*

## **Berger's new Manitoba facility to answer unprecedented demand in the horticulture market**

**Saint-Modeste, Québec**, July 14, 2022 — Berger, a worldwide growing media company, is pleased to announce the operational efficiency and reliability of its ninth horticultural peat moss mixing plant, located in the Oakbank community of Springfield, Manitoba.

Initially started in the summer of 2019, this massive investment project is part of Berger's long-term vision to increase its production capacity and continuously offer unmatched first-quality growing media. With this new plant, Berger aims to successfully meet the increased demand of the North American market and strengthen its personalized services.

*"Today's horticultural industry has been experiencing unprecedented growth for the past few years, while supply chains are contending with high demand, growing port congestion and manufacturing delays, putting pressure along and across all suppliers,"* explained Chuck Buffington, Berger's Vice President of Sales. *"Berger's new Oakbank mixing plant represents a significant asset to help meet the industry's growing demand for fruits, vegetables, and flowers. It is a testament of our vision to serve our customers with increased production capacity better, reduced lead times and overall quicker response."*

Berger's Oakbank plant is dedicated to using high-quality Canadian peat moss and first-grade ingredients to create specific growing media for a wide range of needs. The plant also includes a quality-control laboratory and state-of-the-art automated packaging systems. Year-round operations will employ more than 50 staff members, contributing to the vitality of Oakbank's local community and economy.

With nearly 60 years of experience, innovation and continuous improvement in the production of value-added horticultural substrates, the Oakbank operations were perfectly synchronized with Berger's overall business processes within only months of start-up.

The over 48 000 ft<sup>2</sup> plant, built to add more equipment to increase its capacity, will soon add a second line dedicated to skyscraper packaging and a peat screening system.





As a forward-looking, customer-focused company, all of us here at Berger are excited about this significant investment and see it as a solid commitment to the horticulture market's long-term viability.

**A committed corporate citizen and an employer of choice**

Founded in 1963, Berger is a third-generation family business that operates 14 harvesting sites and 9 production plants in North America. Berger's products are sold in more than 20 countries worldwide. Its team of more than 800 employees is dedicated to selecting and processing raw materials to produce horticultural growing media. Berger's specialists use a client-focused approach that meets the needs of its customers' crops. As a committed corporate citizen, Berger prioritizes participating in the economy of every community where it carries on business by supporting its regional suppliers and getting involved in different local initiatives through sponsorships and corporate donations.

For a glimpse of this project, watch the video available on our [Web site via this link](#).

– 30 –

**Source:**

Elizabeth Raymond  
Director – Communication and brand image  
Email: [elizabethr@berger.ca](mailto:elizabethr@berger.ca)  
Tel: 418-862-4462 ext. 1164

**For information:**

Chuck Buffington  
Vice-President – Sales  
Email: [chuckb@berger.ca](mailto:chuckb@berger.ca)  
Tel: 418-862-4462

