



NURSERY VAN DEN BERG

SOPHISTICATED CULTIVATION
STRATEGY WITH BARA CLAY



NURSERY VAN DEN BERG BV

Tom and Marianne van den Berg owns and run the company Nursery van den Berg B.V. Tom's parents had a company with peppers and strawberries, and Tom and Marianne started their own business in 1996. They switched to floriculture, initially with the cultivation of bulb chrysanthemum, but later hydrangeas, lavender and poinsettias were added.

The company covers an area of 16 hectares where of 2.5 hectares of glass and 5 hectares of foil. The remaining surfaces are constructed with container fields. Tom describes his company as a quality grower for retail market.

A sophisticated cultivation strategy has been developed for greenhouse cultivation, so that crops follow each other well and the greenhouse is used all year round.



Tom van den Berg, owner of Nursery van den Berg BV





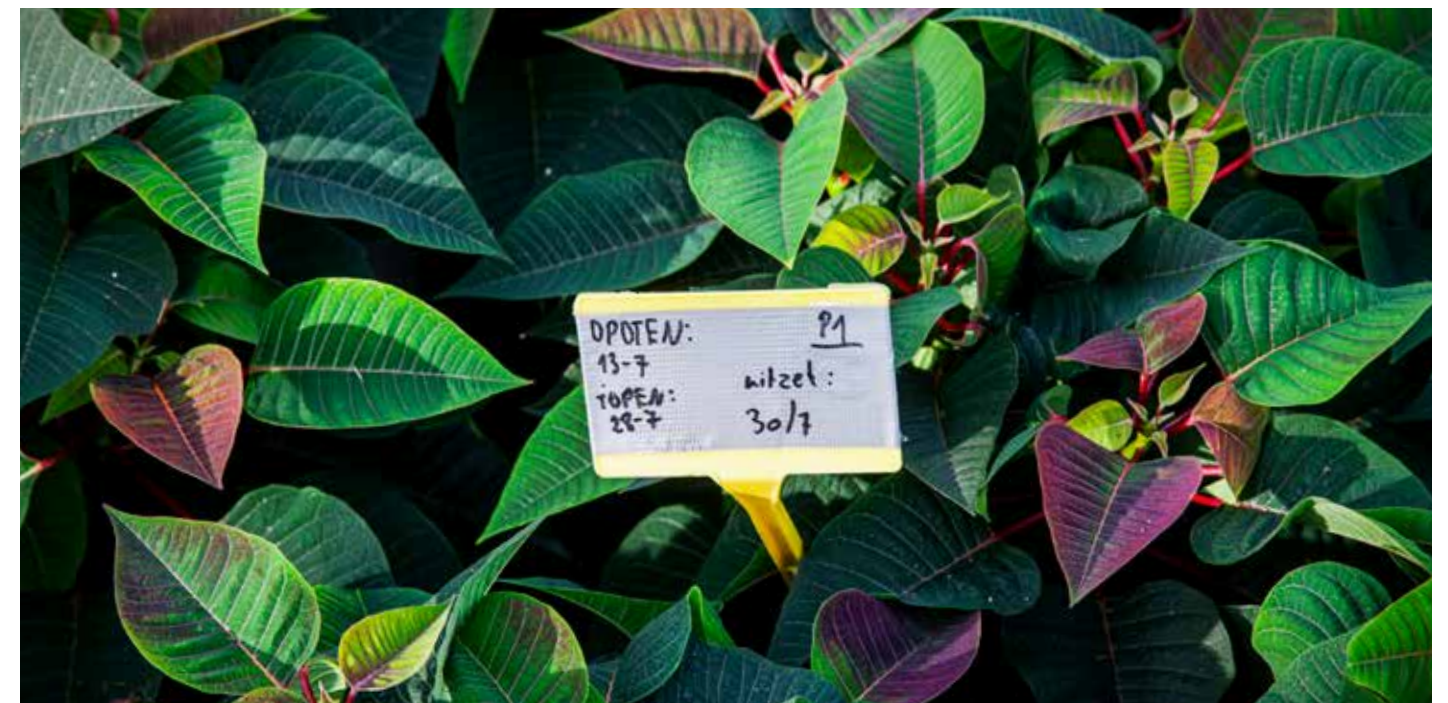
The company has specialized in the cultivation of indoor Hydrangea. Hydrangeas are in the greenhouse from mid-January to August and various treatments are used to encourage hydrangea to bloom during those months. Poinsettias and various types of bedding plants are also grown in the greenhouse, from July to December respectively from March to August.

The company has its own CHP (combined heat and power) and 1200 solar panels. LED lighting is used for the various crops. In addition, Tom actively follows 'the new cultivation' and translates the results into his own business operations.



WITH BARA CLAY THE WATER IS RETAINED BETTER, AND THE POTS DRY OUT LESS QUICKLY

- Tom van den Berg, owner of Nursery van den Berg BV



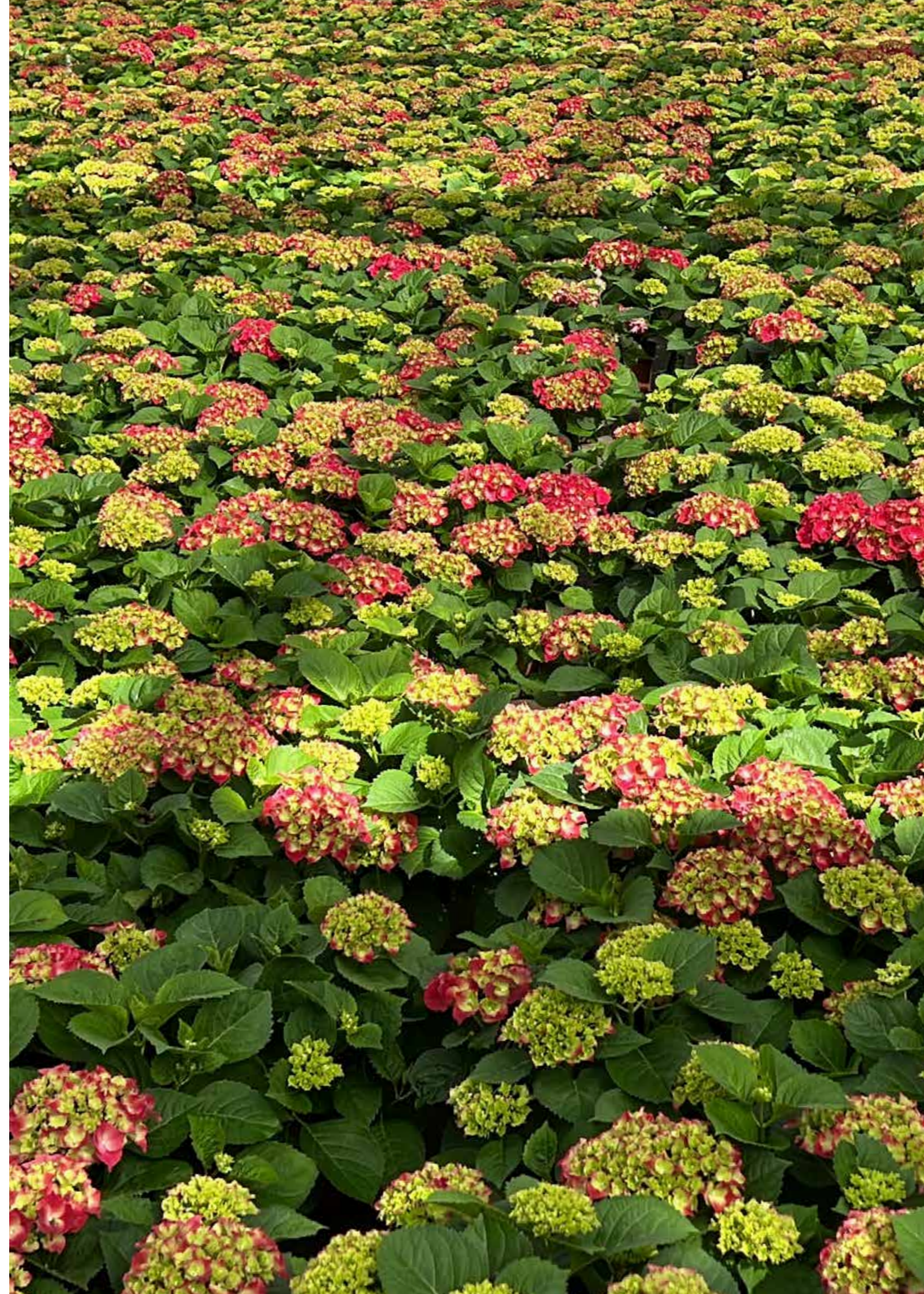


Tom van den Berg, owner of Nursery van den Berg BV. explains why he uses Bara clay: I use Bara clay for all my products and for many reasons. The water is retained better, and the pots dry out less quickly. The experience I have built up with moisture sensors show that the moisture content in the pot remains higher when using BARA clay. This gives a smooth course of water management.

Other reasons to use Bara Clay are that it makes the perennial plants harder, the structure of the potting soil is improved, and the nutrients are retained better. We really see this effect in the organic fertilizer granules that we use. Another additional advantage is that the pots become heavier, which has a positive effect on our internal transport system

BARA CLAY MAKES THE PERENNIAL PLANTS HARDER, THE STRUCTURE OF THE POTTING SOIL IS IMPROVED

- Tom van den Berg, owner of Nursery van den Berg BV



Feico van den Schaaf, Sales manager Pindstrup Mosebrug A/S, explains why he recommend Bara Clay; Bara clay retains water better and by using Bara clay the easily available water is reduced, so plants must work harder to get their water, which has the advantage that the plant remains more compact. The potting soil with Bara Clay also absorbs water faster after the potting soil has dried somewhat. Another advantage with Bara Clay is that it has a good buffer for nutrients. This is important to retain the nutrients in the pot and avoid leakage.

BARA CLAY ENHANCES WATER RETENTION, ACCELERATES REHYDRATION, AND ACTS AS A NUTRIENT BUFFER, PROMOTING COMPACT PLANTS WITH OPTIMAL NUTRITION

- **Feico van der Schaaf**, Sales manager Pindstrup Mosebrug A/S



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