

**GREENYARD** 

**HORTI  
CULTURE**

*for a healthier future*





## Working together, growing together

Dear,

We have seen our sector evolve significantly over recent years. At first sight, potting soil may appear to be a traditional product, but nothing could be further from the truth. In our top 20 best-selling products, only three have been on the market for longer than three years.

And that is not by chance. It is because we work each day on improving the characteristics and the composition of our products – physically, chemically and biologically. This is where our customers reap the fruits of our labour: they can work more sustainably and cost-effectively, while improving all aspects of their cultivation.

Additionally, various new social trends have emerged. Gardening became trendy among consumers, just think of the success of the square-metre gardens. And who would have thought ten years ago that building urban roof gardens would take off like it has?

All these evolutions create different new opportunities for our customers – whether these are landscape gardeners, retailers or professional growers. It gives them the chance to venture into new markets, to make their processes more sustainable and to work more efficiently.

And we want to help them. We do this by working closely together, while sharing our knowledge and expertise. This way our customers not only get the most out of our products, but also out of their own business. Working together, growing together.

Our staff obviously play a crucial role in that respect. They actively and continuously work with our customers, and think along with them. They are proud of our products – potting soil not only gets under your nails, it also gets into your veins. Our staff literally makes the difference.

Today, being part of Greenyard also further strengthens our ability to innovate. We are convinced that the many synergies within the group also pay dividends to our customers.

If you think we can help your company to improve your business, do not hesitate to let us know. We look forward to discussing it together with you.

Stefaan Vandaele,  
Managing Director Greenyard Horticulture

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# Greenyard Horticulture in a nutshell

Greenyard Horticulture is a leading European producer of potting soils, soil improvers and soil covers for ornamental plant cultivation and vegetable and fruit growing. Our work on innovation, quality and service enables us to make an important contribution to more sustainable cultivation – cost-effective for the grower, healthy for the consumer, and good for the environment.



**9 production sites**  
in Europe and Russia



**Market leader**  
in Belgium, France and Poland



Exports to more than  
**60 countries** worldwide



More than  
**400 employees**



**1.8 million m<sup>3</sup>**  
of products



More than  
**30 years** of experience


## Three market segments

**Professional** - growing media for tree cultivation, florists and growers of herbs, vegetables and fruit.

**Retail** - a wide range for home gardeners, available from garden centres, DIY stores and supermarkets.

**Urban** - specialised products for creating urban green spaces and roof gardens.





*“Quality and sustainability – two decisive criteria regarding the selection of our raw materials.”*



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# Raw materials - Products of nature

Manufacturing quality products starts with carefully selected raw materials. This is why Greenyard Horticulture has a large part of its raw materials under its own management. We also strive to use as many local and renewable resources as possible.

## Local and renewable

All our raw materials are carefully selected, with quality and sustainability as decisive criteria. We maintain a significant part of our raw materials under our own management, because that way we can ensure the quality from its origin. For a number of specific raw materials we appeal to reliable partners who use the same high quality standards. Wherever we can, we use local materials. The share of renewable raw materials such as compost, coconut or fibres with vegetable origin in our products is also steadily increasing. Moreover, we conduct a lot of research to improve the quality and to increase the scope of our products.

## Peat bogs under own management

Baltic peat is known as the ideal basis for potting soil that has all the qualities suitable for growing healthy plants and tasty products: a high air percentage, low acidity and excellent water control. Greenyard Horticulture manages more than 2,500 ha of these peat bogs in Latvia, Poland and Russia. This guarantees the controlled supply of high quality raw materials for our customers. The bogs are managed with the greatest respect for people and the natural world. We return the peat bogs back to their natural state after extraction. We do this in close cooperation with the local authorities and according to the RPP (Responsibly Produced Peat) guidelines.







*“The demand for potting soil is very seasonal – our production is fully tailored to flexibility.”*





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# Production - Exactly how the customer wants it

Each year Greenyard Horticulture produces 1.8 million m<sup>3</sup> products, tailored to seasonal demand. With our extensive production capacity, tightly controlled processes and flexible logistics we can supply customers with exactly what they need at any time.

## Close to the customer

Greenyard Horticulture has 9 production plants in Europe and Russia: 2 in Belgium, 1 in France, 4 in Poland, 1 in Latvia and 1 in Russia. This means we always produce near to our customers and respond to their needs with alacrity. Our production process consists of sieving, processing and mixing raw materials until they have the right physical and chemical properties for a successful cultivation of our customers' products. This is done using meticulously developed formulations which we closely monitor in our own laboratory with automated systems and analysis techniques.

## The right product at the right time

Our products are very seasonal. This is why our supply chain and logistics are fully focused on short turnaround times, following a masterplan that takes care of the supply of all raw materials, additives and packaging materials in line with sophisticated detail planning. We combine our own logistical fleet with services from external partners to quickly respond to peaks in demand. With our flexible packing lines we satisfy the needs of each type of customer – from delivery in bulk, big bags, big bales or small packaging for professional customers, to handy and attractive packaging for consumers.



*“Our investments in innovation are a win-win situation for everyone – for the grower, for the consumer and for the environment.”*





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# Innovative – Quickly adapting to evolutions

Potting soil is a genuinely natural product. But it is also a product that we continue to refine and renew on a daily basis. Besides boosting crop yield, our innovations make the crop more sustainable and reduce the environmental impact of our food production.

## Investing in research and development

Over the years Greenyard Horticulture has built up an enormous expertise in the production and composition of potting soils. The staff at our R&D department work on further perfecting our products each and every day. In doing so they combine the feedback from our customers with the latest knowledge in the field. But we also dare to look beyond. Today we are already creating the basis for the innovations of the future in cooperation with various research centres and universities.

## Striving for a more sustainable cultivation

Our innovations involve working in three different domains. We improve the physical properties of our products to obtain optimum air and water management, while ensuring stability throughout the entire growing period. We optimise the chemical processes: we ensure that the plant receives the necessary fertiliser and nutrients at the right time, and control the level of acidity and other chemical parameters. Finally, we also work on a biological level: micro-organisms such as bacteria and moulds or extracts from plants and algae indeed have a significant positive influence on crop health.







*“For each customer  
we create a specialized  
product – fully tailored to  
their specific needs.”*



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# Professional grower – Every harvest a success

Our products are essential for professional growers of vegetables, fruit and ornamental plants. Their yield sinks or swims – often literally – depending on their quality. This is why we give our customers advice on the best potting soil, and each time formulate a product tailored to their specific needs. That way, we help growers to make a success out of each and every harvest.

## A personal approach works


Greenyard Horticulture believes in a personal approach. Whether we deliver via distributors or directly, we meet customers on a regular basis and meticulously map out their needs. Which varieties do they grow? Which growing methods do they use? What is their growth basis, irrigation and fertilisation like? Our specialists get down to work with this information and come up with an individual product for each customer. But we don't stop there. We also monitor the performance of our potting soils, take samples, and make adaptations as required. We also use the feedback from our customers to help improve and continuously innovate our products.



## Grow Bags – a success story

With its Grow Bag Greenyard Horticulture introduced an innovative concept for growing tomatoes, peppers, cucumbers and strawberries. The Grow Bags contain natural raw materials that increase the yield, improve resistance to diseases and provide a tastier product. They stay in optimal condition the whole year long and the substrate can be composted afterwards. The result is a tastier, more cost-effective and more sustainable product.





*“Greenyard Horticulture  
fuses a wide range of  
products with an excellent  
service. In addition, we are  
thoughtful of expectations  
of the consumer”*



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# Retail – Catered to every need

Greenyard Horticulture offers a wide and competitive range of potting soils, soil improvers and soil covers for home gardeners. We develop and refine our range in close consultation with retailers, helping them to respond to the latest trends.

## Gardening – an eternal trend

Over the years Greenyard Horticulture has developed a wide and high quality range of potting soils, soil improvers and soil covers for the home gardener. Our products are available in the retail, including garden centres, DIY stores and supermarkets. We offer products for every segment: from basic to premium, from summer to winter essentials, from bio-substrates to PEFC-certified barks, from universal potting soil to more specialised variants – both under our own brand names as under private labels for our customers. We work closely with retailers to develop products that perfectly match their mar-


ket position while responding to the latest trends in the market. Attractive plants at home? A vegetable garden in the city? Small trees for a terrace? We have the right products in-house, catered to every need.

## Excellent service

Potting soil is a seasonal product, and selling is affected by seasonal peaks and troughs. One sunny weekend often causes a rush to the shops. So acting quickly, and offering flexible solutions provides the key. Greenyard Horticulture has both the capacity and the know-how to meet the needs of every retailer.







*“Greenyard  
Horticulture helps modern  
cities create sustainable and  
low-maintenance green  
spaces.”*



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# Urban - Sustainable green for modern cities

Modern cities are becoming greener – literally. Green spaces in the city not only look attractive, they also bring numerous advantages for people and the environment. Not only cities, but also businesses, schools and individuals are interested in its possibilities. Today, Greenyard Horticulture is an important supplier for everyone in search of sustainable and low-maintenance green provisions.

## Investing in green is clever

Investing in green is clever. Besides brightening up the environment – and its residents – green areas provide many other advantages. Green space has a positive effect on air quality, it increases biodiversity in the city, and improves rainwater absorption in the ground. Extra shade brings more pleasant temperatures in the summer. Urban green also offers extra protection against extreme temperatures, and buffers water peaks with more efficient water purification.

## Greenery in all its forms

Greenyard Horticulture has a wide range of products in store for creating green spaces: substrates for green roofs and roof vegetable gardens, urban farming substrates, soil covers and decorative barks, substrates for planting trees, and potting soils and soil improvers for flowerbeds, decorative shrubs, hedgerows and lawns. We also help architects, contractors and public administrations to choose the right products for low-maintenance and sustainable green spaces.









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# Quality - Along the whole chain

Greenyard Horticulture manages and owns each stage of the production process. This means we can guarantee our customers the highest quality, from raw material to delivery – and even long after that.

## Raw materials

### Starting from a strong basis

Greenyard Horticulture itself manages a significant part of its raw materials, which allows us to be certain of the quality from their origination.

Where necessary we use partners who use the same high quality standards.

## Feedback

### Continuous improvement

We take different samples from each delivery for analysis into our own laboratory. We then always check, monitor and trace the quality of our products. Our commercial staff closely follow the results of our products at our customers. Their feedback is fundamental for our own R&D department, which further refines and improves our products.

## Production

### Control at every stage

Our raw materials pass through different stages, from fractionating and mixing, to the addition of additives and moisturising the end product.

Our quality department monitors each step in the production process. Our processes are also regularly audited by both customers and independent institutions.

## Operational management

### Ingrained in all our business processes

Greenyard Horticulture is an ISO 9001-certified company. This means that striving for continuous improvement is ingrained in all our business processes, from accounting and personnel policy, to finance and management.





*To make lives healthier*



*by helping people enjoy fruit and vegetables*



*at any moment, easy, fast and pleasurable*



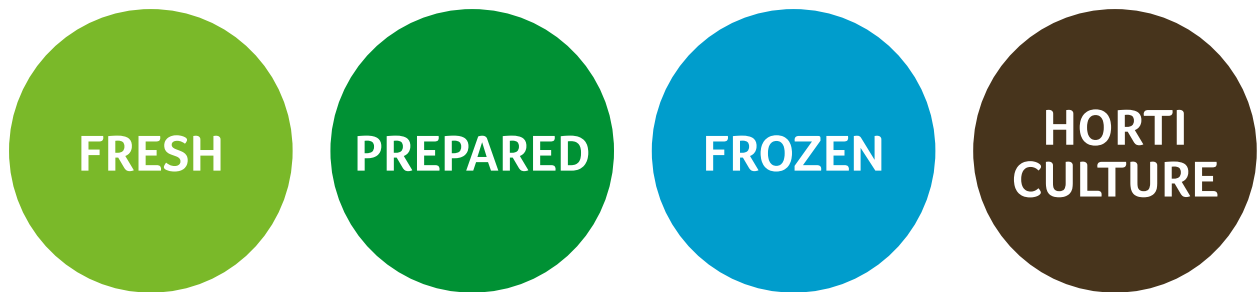
*whilst fostering nature.*



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# Horticulture – a Greenyard division

Greenyard Horticulture is a division of Greenyard, a global market leader of fresh, frozen and prepared fruit and vegetables, flowers, plants and growing media. As a producer of potting soils, soil covers and soil improvers, we lay the foundations for a healthier future at the start of the process.



## For a healthier future

Greenyard wants to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, whilst fostering nature. We do this by offering our customers – including the largest European retailers – efficient and sustainable solutions with top quality products, market-leading innovations, operational excellence and outstanding service. With a total turnover of approximately €4 billion, Greenyard is one of the largest suppliers of vegetables and fruit worldwide.

Today Greenyard is made up of four divisions:

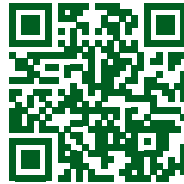
- Greenyard’s Fresh division is a worldwide market leader in fresh fruit and vegetables, flowers and plants, and fresh logistic services.
- Greenyard’s Prepared division is a European market leader that processes freshly harvested vegetables and fruit into convenient prepared products.

- Greenyard’s Frozen division is a European leader in frozen vegetables and fruits.
- Greenyard’s Horticulture division is a leading European producer of potting soils, soil improvers and soil covers for ornamental plant cultivation and the cultivation of vegetables and fruits.

## Closing the cycle

As a producer of potting soils and other growing media, the Horticulture division offers an important added value for Greenyard. Indeed, with our products we are at the start of the chain and supply a sustainable medium for the products that the other divisions put on the market. But we also want to give an added value at the end of the cycle, for example by recovering waste from vegetables and fruit and recycling it to create new raw materials. This is how we fully close the cycle.





[www.greenyardhorticulture.com](http://www.greenyardhorticulture.com)

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