



sungro.com

horticultural
growing
media leader

sungro
HORTICULTURE
Our Expertise is Growing®

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Gro Your Own

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sungro
HORTICULTURE
Our Expertise is Growing®



70,000
TRUCKLOADS ANNUALLY



NORTH AMERICAN HORTICULTURAL LEADERSHIP

Sun Gro® Horticulture is one of the most prominent North American horticultural companies, employing over 900 staff and serving customers worldwide.

Since its humble beginnings in 1929, it has become the leading supplier of soilless growing mixes to North America's top 100 greenhouse and nursery growers, shipping over 70,000 truckloads of product annually for professional and retail markets.

Sun Gro products are made to exacting standards and conform to high product quality and performance criteria.

#1

to the
Top 100
Commercial
Growers



Unmatched

R+D

Technical Support



22

Facilities Across
North America



sun gro
HORTICULTURE
Our Expertise is Growing®

From bog to bag to you!



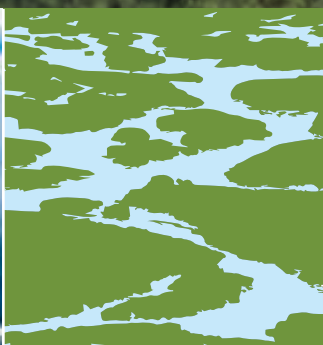
1

HOW BOGS WERE FORMED

Peat bogs were formed from melting glaciers.

Plants grew and died, creating decomposed organic residue.

Sphagnum peat moss holds nutrients in the soil.



2

THE SOURCE

Canada is the source of Sun Gro's peat moss.

270 million acres of bog in northern wetlands.

25% of the world total.



3

HOW WE HARVEST

The peatland is harrowed inches deep and vacuumed up.

There are only 40-50 suitable harvest days per year.



4

QUALITY OF THE HARVEST

A typical harvest delivers 75% professional grade (closer to the surface) and 25% consumer retail.



5

THE RIGHT BOG

Bogs are chosen for harvest by their suitability for restoration. They can be returned to near-original state in as little as 5 years.



6

CONSUMER + PROFESSIONAL

Since 1929, Sun Gro has created the highest quality, most advanced mixes, and peat products for consumers and professional growers.



7

ACROSS NORTH AMERICA

Sun Gro operates 22 production facilities across North America, where peat is processed with and without other ingredients such as bark, compost, perlite and RESILIENCE®.

Committed to environmental sustainability

Sun Gro Horticulture is the leader in sustainable peat resources.

We endorse and support the Canadian Sphagnum Peat Moss Association's definition of sustainable peatland management as the "balanced stewardship of the environmental, social and economic values of Canada's renewable peatland resource."



8
INDUSTRY LEADING HORTICULTURAL SCIENCE

Industry leading science and R&D with Sun Gro's technical specialists.

9
WE FILL MILLIONS OF BAGS

We handle thousands of tons and fill millions of bags per year.

10
RESILIENCE®

Plants grown in RESILIENCE®, our trade name for Silicon (Si) – a beneficial plant substance, may result in*

- Earlier flowering
- Better root growth
- Longer time to wilt
- Increased stem diameter
- And recover quicker from infrequent watering

*Results will vary by plant type and grower practices.

11
70,000 TRUCKS

Sun Gro fills over 70,000 trucks with growing media each year and travels coast to coast and everywhere in between, covering 1000s of miles every year to deliver it.

12
COMMERCIAL GROWER LEADER

The majority of North America's commercial growers rely on Sun Gro for high quality peat moss and peat based growing media.

13
EVERY GARDENING NEED

Our many brands cover every gardening need – from general gardening to container – specific planting to specialty plants and foods.

14
FOR EVERY GARDENER

The enthusiast gardener, the hobbyist and the weekend gardener will all find products to suit their plants, projects and lifestyle.

Sustaining Canadian sphagnum peatlands

We all know the importance of using superior potting and planting mixes to get the best results. It's critical in the plants you sell – and it's critical that you help your customers choose superior mixes so they can grow vigorous gardens. And then become repeat customers.

Sun Gro professional and retail products are made with premium ingredients and meet the highest quality standards.

The major role of a growing mix is to support plants, while holding water, air, and nutrients to promote vigorous growth. The following is a brief overview of each of the quality components Sun Gro may use in their mix formulations.

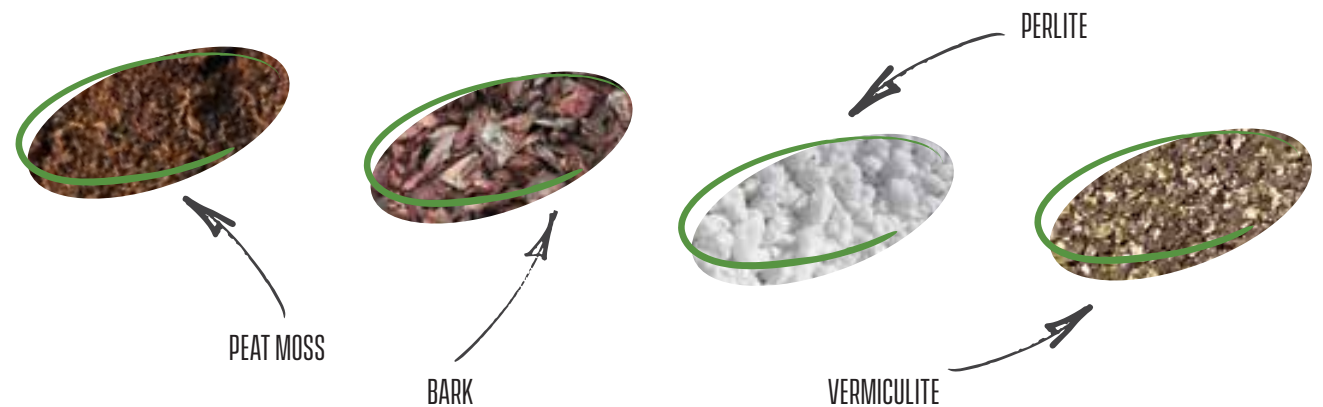
WHAT'S IN THE MIX?

'NATURAL' PRODUCTS

Other components such as perlite, vermiculite, gypsum, limestone and RESiLIENCE® silicon are defined as 'natural' which means they are not carbon based but they are obtained from natural deposits and processed without the use of synthetic chemicals – these materials are mined, ground up and screened, and expanded in the case of vermiculite and perlite.

'ORGANIC' PRODUCTS

Organic products are defined by **Sun Gro** as ingredients that are carbon based, were once alive and are without the addition of synthetic chemicals. Some examples are peat moss, bark, organic fertilizers and organic wetting agents.



gro facts

#1

CANADIAN SPHAGNUM PEAT MOSS

What is it?

Sphagnum peat moss for growing media comes from the non-living, fibrous Sphagnum moss that has partially decomposed in a bog. It's light and spongy and crumbles into small clumps.

What does it do?

Peat moss has a remarkable ability to efficiently hold water and nutrients that may otherwise leach out of the soil. It's nature's best all-purpose soil conditioner, which is why Sun Gro adds it to all key potting mixes.

#2

BARK

What is it?

Aged or composted bark comes from the forest product industry. The bark is shredded or chipped and then aged or composted to make it a higher value mix component.

What does it do?

When added to growing mix, aged or composted bark increases air capacity. Its unique particle size and shape allows air to circulate through the soil, improving oxygen availability to plant roots.

#3

PERLITE

What is it?

Perlite is derived from crushed volcanic rock, which is expanded (popped) in a furnace. Perlite particles are lightweight, roundish and white.

What does it do?

Perlite is a natural additive for growing media used to aerate mixes and aid in water retention.

#4

COIR

What is it?

Coir is a byproduct of the coconut fiber industry. Coir is the dust that is produced during the processing of coconut fiber.

What does it do?

Coir adds bulk and texture to potting mixes and can hold up to multiple times its weight in water.

#5

COMPOST

What is it?

Compost is decomposed organic material.

What does it do?

Compost is added to mixes to provide natural, stabilized organic matter. It also has excellent water-holding ability.

#6

RESILIENCE®

What is it?

RESILIENCE® is Sun Gro's brand name for growing mixes enriched with silicon. Silicon is an abundant element naturally found in soils.

What does it do?

Silicon (Si) is a beneficial plant substance for growing medium or soil that can enhance plant quality. RESILIENCE® plant growth effects may include thicker/stronger stems, more compact growth, increased root mass; and improved resistance to wilting.



#7

EARTHWORM CASTINGS

What is it?

Earthworm castings (vermicastings) are the organic waste products from earthworms. Earthworms consume organic matter, and their castings are collected for soil enrichment.

What does it do?

Castings from earthworms are nutrient rich, biologically active, and used to enrich mixes and garden soils for improved plant performance.





INDUSTRY LEADING HORTICULTURAL SCIENCE



Sun Gro horticultural scientists provide growers with industry leading technical insights and solutions for higher yields and improved crop time supported with our best-fit greenhouse and nursery mixes.

Sun Gro provides the best analytical services to meet our customers' needs and to optimize all your growing parameters, including:

- ✓ Water Analysis
- ✓ Growing Media Analysis
- ✓ Plant Tissue Analysis
- ✓ Fertilizer Analysis

From start to finish, Sun Gro experts are there to help you achieve superior results every time.



Our Grower Specialists will help you:

CHOOSE
THE RIGHT
PRODUCTS
AND
FORMULATIONS



ANSWER
TECHNICAL
QUESTIONS



INTERPRET
TEST
RESULTS



IMPROVE
YOUR
GROWING
OPERATIONS



Our Specialist will deliver:

- ✓ Sound science-based technical solutions
- ✓ High standard product qualities
- ✓ New innovative materials for improved results



sunagro
HORTICULTURE
GROWER
SPECIALISTS



SUNSHINE®
Professional Mixes

METRO-MIX®
Professional Mixes

TECHNIGRO®
WATER SOLUBLE FERTILIZER

PROFESSIONAL LEADERSHIP

Developed by professional horticulturists and produced under the industry's highest quality standards, we offer over 100 professional products under the **Sunshine®**, **Metro-Mix®** and **Technigro®** brands. These professional growing mixes and fertilizers consist of:

Peat and bark-based growing mixes formulated to exacting standards

- Pure Canadian sphagnum peat moss screened to various grades (fine to coarse)
- OMRI Listed® organic mixes for organic growers
- Coir and all-natural compost additives
- Perlite, pumice and vermiculite aggregates
- Water-soluble fertilizers for every water quality situation
- Controlled-release fertilizers for indoor and outdoor crops

In addition, we offer extensive testing and analytical services for water, media and tissue analysis as well as professional horticultural advice and resources for growers.





Our Expertise is Growing[®]

Canadian Sphagnum Peat Moss

Our select line of **Sunshine**® Canadian Sphagnum peat moss is 100% organic, Veriflora Certified and OMRI Listed®. The high water-holding capacity and excellent aeration makes our peat moss the choice for growers who mix their own and for other professional uses.

Propagation Mixes

Sunshine® and **Fafard**® propagation mixes are growing media, perfectly designed for germination trays and small propagating flats for a wide variety of plant types. Available in standard and natural & organic.

Peat Mixes

Sunshine® products are produced under the industry's highest quality standards and are designed to meet the unique needs of your crops while fitting into the flow of your operations. We offer these in either compressed or loosefill packaging in a variety of sizes, from the easy-to-handle 3.8 cubic foot bale to the economy-sized Big Shot or Sun Tower.

Natural & Organic Mixes

Sunshine® Natural & Organic and **Metro-Mix**® Natural & Organic professional mixes are OMRI Listed® and developed for a wide variety of crops. Our blends offer everything from high air capacity and fast drainage to excellent water-holding capacity. They are appropriate balances of Canadian Sphagnum peat moss, composted bark and horticultural grade perlite, and are designed to fit any growing need.



Fafard Germinating Mix

Sunshine Mix #3

Sunshine Mix #1 Natural & Organic



Metro-Mix 360

Metro-Mix 830

Metro-Mix 852

Sunshine Mix #1

Sunshine Mix #4

Sunshine Mix #5

Sunshine Mix #5 Natural & Organic



Bark Mixes

Our Metro-Mix® bark-based mixes offer a broad range of applications ranging from small cell-packs to large containers. All formulas are pH adjusted and contain our long-lasting wetting agent.

Cultivation Mixes

This is a line of specialty performance mixes designed for controlled environment crops. They are ideally suitable for all types of containers including small cell packs, large pots and fabric containers. **Sunshine® Mix #4** is a good choice for planting in both indoor and outdoor growing situations and where increased drainage is a priority and consistent performance is required.

Hemp Mixes

Sunshine®, Fafard® and Metro-Mix® mixes are designed for seedling production and enhanced root development in crops such as Hemp. They are formulated for crops requiring increased drainage in small cell trays to outdoor containers and large interior pots.

TECHNIGRO® Water-Soluble Fertilizer

Technigro® is an effective, high-quality water-soluble fertilizer that dissolves quickly and easily in all qualities of water. Regardless of the irrigation equipment or injector, **Technigro** fertilizers stay in solution and never leave trace elements in the bottom of the tank. With **Technigro**, growers spend less time and experience fewer problems while effectively fertilizing your plants. All **Technigro** "Plus" formulations are recommended for use in peat-lite growing media that do not contain appreciable amounts of micro-nutrients.

RETAIL LEADERSHIP

Sun Gro offers several IGC-oriented brands, which are held to the high industry standards of its professional lines. These include well known industry names like **Black Gold**[®], **Fafard**[®], **Sunshine**[®] and **Sunshine**[®] **Mix #4**.

Each brand has a distinct set of characteristics that sets it apart from the rest; among them you will find a wide array of potting, specialty mixes and garden amendments.

Many are OMRI Listed[®] products approved for organic gardening. Sun Gro's Canadian production facilities are Veriflora Certified for sustainability, and as a founding member of the Canadian Sphagnum Peat Moss Association, Sun Gro practices sustainable peatland management.



BLACK GOLD[®]

ALL THE RICHES OF THE EARTH[®]

Fafard[®]

The Science Behind the Art[®]

Sunshine[®]

The Professional Growers' Brand

SUNSHINE[®]
MIX #4

Consistent Cultivation Mixes
for Extreme Performance



Our Expertise is Growing[®]

Black Gold® Potting Mixes, Specialty Mixes & Amendments

Our best-selling brand just gets stronger. Black Gold potting mix and amendment quality is assured with its professional-grade ingredients. These products are positioned as high end – the best in the classification of good, better, and best. And now almost all Black Gold products are OMRI Listed® for organic gardening (exceptions: Black Gold All Purpose and Black Gold Container Mix).

Black Gold leads the industry with one of the strongest, most integrated consumer social media and support programs. We believe in educating our customers with a steady stream of helpful gardening ideas through expert-driven blogs and videos from top gardening personalities. We also provide FREE horticultural advice via our Black Gold Ask a Garden Expert service.

Fafard® Potting Mixes and Amendments

For nearly 100 years, Fafard® The Science Behind the Art®, has been a lasting brand that means quality, and Sun Gro Horticulture offers all of the traditional Fafard potting mixes and amendments. That means customers can expect the same consistent quality and superior gardening results that they have relied upon for decades.

The Fafard retail line consists of a variety of premium peat-based potting soils and amendments, so gardeners are certain to find a product to fit their needs.

BLACK GOLD®

ALL THE RICHES OF THE EARTH®



Fafard®

The Science Behind the Art®





The Professional Growers' Brand



SUNSHINE[®] MIX #4

Consistent Cultivation Mixes
for Extreme Performance



Sunshine[®] Potting Mixes and Peat Moss

Sell the most popular professional-grower brand on the market, Sunshine gardeners choose Sunshine because this prestigious brand offers a wide variety of professional-grade mixes and Canadian Sphagnum peat moss products for overall gardening success.

The Sunshine label includes many OMRI Listed[®] products for organic gardening as well as all-purpose blends for everyday gardening. Plants love Sunshine, and so will you!

Sunshine[®] Mix #4 Cultivation Mixes

This is a line of specialty performance mixes designed for controlled environment agriculture (CEA) and are ideally suitable for all types of containers including small cell packs, large pots and fabric containers. Sunshine[®] Mix #4 is a good choice for propagating cuttings in both indoor and outdoor growing situations and where increased drainage is a priority and consistent performance is required.



1 IN 3

HOUSEHOLDS PARTICIPATED
IN FOOD GARDENING
(36%)
OR FLOWER GARDENING
(34%).



Making Organic Lifestyle Choices

Homeowners are growing their own vegetables as a way to by-pass the higher cost of organic produce in stores. They are more vigilant about the quality of the produce they feed to their families and see an advantage in growing their own fruits and vegetables. Organic products also tend to outperform regular produce in taste tests.

Gardens are often perceived by consumers as being more environmentally sustainable than lawns, and interest in vegetable gardening in particular is expected to continue to rise as many consumers consider it to be an enjoyable hobby and a practical means of reducing grocery expenses.

FOOD+ FLOWER

gardening is one of the most popular gardening activities.



Households spent an estimated

\$3.6 BILLION

growing vegetables, fruits, berries and herbs and \$2.7 billion on flower gardening.

ASK A GARDEN EXPERT

This expert-driven question and answer service will help gardeners use Black Gold, Fafard and Sunshine products better and garden better.

The Q&A forum will allow gardeners to learn from previous gardening inquiries.



[HTTP://BLACKGOLD.BZ/ASK-A-GARDEN-EXPERT](http://blackgold.bz/ask-a-garden-expert)

CORE VALUES

Sun Gro Core Values

At Sun Gro, our corporate philosophy, vision and values are universal, embraced by all members of our horticultural family. We believe that:

-  SHARING KNOWLEDGE helps us find ways to improve our business for the benefit of all.
-  INTEGRITY defines how we do what we say.
-  LONG-TERM thinking frames our decision-making to help secure a brighter future.
-  PERFORMANCE ensures that we will never stop trying to improve ourselves.
-  HUMILITY creates honest, open and respectful relationships among all.
-  AGILITY, combined with knowledge, helps us deliver sound decisions quickly.



NORTH AMERICAN LOCATIONS



Production/ Distribution Facilities

Anderson, South Carolina
 Burnt Church, New Brunswick
 Colombier, Quebec
 Elma, Manitoba
 Fillmore, Utah
 Hubbard, Oregon
 Inkerman, New Brunswick

Kent, New Brunswick
 Orlando, Florida
 Pine Bluff, Arkansas
 Port-Cartier, Quebec
 Portage, New Brunswick
 Quincy, Michigan
 Sacramento, California

St. Bernard-de-Lacolle, QC
 Santa Maria, California
 Seba Beach, Alberta
 Vassar, Manitoba
 Vilna, Alberta

Distribution

Abbotsford, BC Brantford, ON Montreal, QB Nogales, AZ St. Bernard-de-Lacolle, QC

Customer Care Center

Agawam, Massachusetts

Phone Number
1 800 PEAT MOSS
 (1-800-732-8667)

Fax Number
 1-413-789-3425



SOCIAL AND DIGITAL

Our comprehensive social and digital media support has given Sun Gro a new level of credibility through communications designed to engage and inform customers while driving product interest and sales.



share, subscribe, tweet & like





Call your Sun Gro representative for more information.
Toll-free Customer Resource Centers: 1-800-732-8667 | Fax: 1-413-789-3425

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® Metro-Mix is a registered trademarks of Horticulture Brands Limited Partnership. Used under license.

™ It's already in the mix is being used as a trademark of Sun Gro Horticulture Canada Ltd.

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Proud member of:



along with many other local state nursery and greenhouse associations across North America.