

Do You Know Sun Gro?

Sun Gro[®] Horticulture is probably the largest horticultural company you've never heard of. Since its humble beginnings in 1929, it has become North America's leading supplier of soilless growing mixes to professional greenhouse and nursery growers. In fact, Sun Gro has the proud distinction of being the number one supplier to the top 100 commercial growers in North America, shipping over 70,000 truckloads of product annually. And in 2012, Sun Gro consolidated and redirected its market leadership position by acquiring Conrad Fafard, Inc., and moving its corporate office to Agawam, Massachusetts.



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[®] and Fafard[®] retail lines. 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 and specialty mixes, garden amendments and natural & organic fertilizers. Many are OMRI[®] Listed products approved for organic gardening, and most of Sun Gro's Canadian production facilities are Veriflora Certified for sustainability, so you know its products meet the highest environmental standards. Sun Gro products are available through many distributors and hardware co-ops, making them fast and easy to order.



Sustainable Peat Products

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." Moreover, Sun Gro supports bog restoration research being conducted at Laval University and works closely with the government and industry to find new ways to accelerate peat bog regeneration. And these efforts have proved fruitful; new research in bog restoration indicates regeneration can be shortened from thirty to only five years!



Social impact is also important at Sun Gro. We operate a network of 31 production facilities across Canada and the United States and take pride in the high-quality jobs that we offer in small towns and rural areas. In turn, we are exceedingly proud of our team who make it a priority every day to carry out Sun Gro's stewardship of peatlands, ensuring that this abundant resource will be available for future generations.

BlackGold® Fafard®

The Science Behind the Art™



All The Riches of the Earth

Since 1986, Black Gold® has been Sun Gro's top-selling retail line of premium potting mixes, specialty mixes, garden amendments and natural & organic fertilizers. Award-winning packaging and premium, high-performing products have led to the iconic appeal of Black Gold. And many are OMRI® Listed for organic gardening, which further increases their consumer demand. The Black Gold line is self-promoting. Our many growing products consistently yield great gardens, service almost every gardening need and come in a variety of package sizes.

Fafard Retail

Since 1920, Fafard® has been providing Canadian Sphagnum peat moss to gardeners in the eastern United States. The Fafard retail line consists of a variety of premium peat-based potting soils, specialty plant mixes as well as soils and amendments, so gardeners are certain to find a product to fit their growing needs. And since 2011 the Canadian production facilities that produce Fafard have been Veriflora Certified, which means they comply with rigorous environmental, social and product quality standards. Sun Gro® offers the same popular Fafard formulations, so customers can enjoy the same superior and very consistent quality they have come to rely on in the past.

Growing Relationships with Gardeners

Retailers can also be assured that their Black Gold and Fafard customers will get the best product information and customer support available.



New Website



FREE RACK
 available with
 6 pallets or more

In 2013,
 we offer a
\$3.00
REBATE

Coupon redeemable
 at any time for all
 Black Gold & Fafard
 products
 (offer expires 12/31/13).

We make it easier to sell Fafard and Black Gold products with new coupons and promotions.



**Black Gold®
 & Fafard®
 Endorsed by
 Paul Parent**



POP
 Available to Help You Sell More

Redefining Retail

At Sun Gro®, we believe in educating our customers by providing a steady stream of helpful tips and ideas for consumers through events, expert-driven blogs and other resources.

Our Black Gold and Fafard retail specific websites are equally exciting, informative and helpful.

Our team of horticultural experts will provide loads of garden articles and best-use growing tips.

Professional Products

Fafard Metro-Mix. SUNSHINE. TECHNIGRO



Commercial greenhouse and nursery growing is the heart of Sun Gro Horticulture. For the past 80 years our company has worked hard to become the leading supplier of superior quality advanced growing mixes in North America. Sun Gro products have been carefully developed by professional horticulturists and produced under the industry's highest quality standards. Dedicated technical and sales support help growers yield superior results every time. Unfailing commitment and attention to detail are what have made Sun Gro the most trusted name in professional growing.

Sun Gro means diversity as well as quality. We have products to fit every commercial grower's needs. Over 100 professional mixes and fertilizers are offered under the Sunshine®, Fafard®, Metro-Mix®, Florikote®, Nutricote®, and Technigro® brands.

These consist of:

- Peat- and bark-based growing mixes
- Canadian Sphagnum peat moss (graded fine to coarse)
- OMRI® Listed organic mixes for organic growers
- Coconut coir, peanut-hull, rice-hull and compost blends and amendments
- Perlite, pumice and vermiculite aggregates
- Water-soluble fertilizers for every water quality situation
- Controlled release fertilizers for indoor and outdoor crops



We also strive to offer packaging in a variety of sizes for production operations large and small. Top-selling Sun Gro professional brands include:

Fafard Professional

Fafard® brand lightweight, middleweight and heavyweight peat mixes are expertly blended for consistently productive crops.

Metro-Mix Growing Mixes

Formulated with the highest quality composted and aged bark, Metro-Mix® brand mixes are some of the best available, which is why pro growers ask for Metro-Mix® by name.

Sunshine® Peat-Based Mixes

The Sunshine® label offers a wide variety of peat- and coir-based mixes blended to exacting standards, and many are OMRI® Listed for organic growing.

Technigro® Water-Soluble Fertilizers

Every crop will benefit from Technigro® water-soluble fertilizers, which are offered in a variety of formulations that will fortify any irrigation water, whether the alkalinity is 30 or 300.

Unrivaled technical and sales support allows growers to make the most of Sun Gro products. We offer extensive testing and analytical services for water, media and tissue analysis as well as friendly and accessible professional horticultural advice and resources for growers.



North America Locations



**● Production/
Distribution
Facilities**

Anderson, S. Carolina
Apopka, Florida
Burnt Church, New Brunswick
Colombier, Quebec
Elizabeth City, N. Carolina
Elma, Manitoba
Fillmore, Utah
Floodwood, Minnesota
Fort Franceas, Ontario
Hubbard, Oregon
Inkerman, New Brunswick

Julius, Manitoba
Kent, New Brunswick
Lameque, New Brunswick
Maisonnette, New Brunswick
Marshall, Texas
Marysville, California
McCormick, S. Carolina
McFarland, California
Orlando, Florida
Pine Bluff, Arkansas
Port Cartier, Quebec

Portage, New Brunswick
Rivière Du Loup, Quebec
Quincy, Michigan
Sacramento, California
Santa Maria, California
Seba Beach, Alberta
Vassar, Manitoba
Valdosta, Georgia
Vilna, Alberta

■ Distribution

Abbotsford, BC Montreal, QB Niagara Falls, ON Nogales, AZ Rosser, TX St. Remi, QB

**▲ Customer
Resource
Centers**

| | Phone Number | Fax Number |
|----------------------------|----------------|----------------|
| Agawam, Massachusetts | 1-800-732-8667 | 1-413-789-3425 |
| Elma, Manitoba | 1-888-982-4500 | 1-888-982-4501 |
| Fillmore, Utah | 1-435-743-4032 | 1-435-743-4039 |
| Hubbard, Oregon | 1-800-842-3256 | 1-888-896-3005 |
| Maisonnette, New Brunswick | 1-888-896-1222 | 1-888-896-1444 |
| McCormick, S. Carolina | 1-800-634-8316 | 1-864-465-2002 |
| Orlando, Florida | 1-800-683-7700 | 1-800-231-5307 |
| Pine Bluff, Arkansas | 1-800-255-9057 | 1-870-536-1756 |
| Quincy, Michigan | 1-800-964-5044 | 1-800-964-5144 |
| Sacramento, California | 1-800-222-2551 | 1-916-999-8450 |
| Santa Maria, California | 1-805-348-1923 | 1-805-348-9032 |
| Seba Beach, Alberta | 1-888-797-7328 | 1-888-797-6497 |
| Vilna, Alberta | 1-866-636-2006 | 1-780-636-3000 |