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*Grodan and Priva collaborate to make Precision Growing possible for growers*

## **Precision Growing seminar by Grodan and Priva during Hortifair**

**On November 3<sup>rd</sup>, the Horti Alliance organised a seminar about Precision Growing. Speakers at this seminar were Grodan and Priva specialists. During the seminar it became clear how Precision Growing answers to future challenges and how collaboration in this field leads to optimal results for an efficient and sustainable cultivation.**

The consumers of today and tomorrow are increasingly opting for quality produce that is healthy and safe, but also cultivated sustainably. Also governments are setting more stringent requirements in terms of emission reduction in horticulture. For growers and propagators wanting to respond to this development and reduce their own costs at the same time, Precision Growing offers the solution. Precision Growing is the most efficient and effective form of growing focussed on the use of minimum input materials to generate maximum output. Growing costs decrease, crop yield and quality increase. In addition, this form of growing actively contributes to sustainable horticulture.

Three factors have a profound influence on the quality and yield of produce: seed variety, the greenhouse climate and Root Zone Management. These have to be properly correlated. During the seminar, Grodan and Priva demonstrated how their collaboration leads to optimal results in the area of efficient and sustainable cultivation. Andrew Lee (Grodan) en Nicole Nulkes (Priva) gave insight into the efficiency benefits that a flexible and structured irrigation strategy can bring. Important issues, which Grodan and Priva jointly facilitate with their solutions, are as much drain recirculation as possible from the start of the cultivation, accurate and regular measurements of the drain, adjustment of nutrient levels through precision dosing and accurate measurement and control of WC and EC in the root environment.

Grodan and Priva also stressed the importance of cooperation between suppliers to be able to provide optimally geared advice and maximise Precision Growing benefits. The seminar organised by Horti Alliance, in which knowledge about the greenhouse climate and the root environment are linked, is a good example of this cooperation.

During the course of next week a complete video report and sheets of the Precision Growing seminar will be accessible via the Horti Alliance website (<http://www.hortialliance.nl>). You can find more information about Precision Growing and the 6-phase advice on the Grodan website: (<http://www.grodan.com/user+advice>). Information on the Priva water solutions can be found on the Priva website: (<http://www.priva.co.uk/solutions-products/horticulture/water-management>)

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**Corporate information:****Grodan**

Grodan supplies innovative and sustainable stone wool substrate solutions for the professional horticultural sector, based on Precision Growing principles. These solutions are, amongst others, applied for the cultivation of vegetables and flowers, such as tomatoes, cucumbers, sweet peppers, aubergines, roses and gerberas. High tech stone wool substrates are offered together with tailor-made advice and tools to support Precision Growing and thus a sustainable cultivation. Sustainability plays a prominent role within Grodan, from production of Grodan substrates to end of life solutions.

Grodan, founded in 1969, is active in more than sixty countries worldwide. The head office is located in Roermond, the Netherlands.

**Priva**

Priva develops and delivers products and services for sustainable, innovative climate control and process optimization in horticulture, the built environment and industry. Solutions that lead to a minimal use of scarce natural resources such as energy and water. Approximately four hundred employees work daily on the development and distribution of these solutions. At the headquarters in De Lier, but also at seven other branches in the world. Priva products are sold and applied in over one hundred countries worldwide. In horticulture, Priva is thus the global market leader.

**Horti Alliance**

19 leading horticultural suppliers have joined forces to better service joint Dutch customers. By centralising and sharing knowledge and experience, Dutch growers will be able to stay informed about relevant developments in the sector. By bundling customer oriented activities, growers will be able to access supplier-information concerning developments and innovations quicker and easier. The initiative is specifically focused on all growers in the horticultural sector for fruit, flowers and plants.

**For more information and images:**

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