

Challenging the big wholesale traders = challenging the big wholesale stores.

Jan Van Herreweghe

Boweco

- Co-operation of 6 nurseries.
- (4th generation) => large experience in all fields of outdoor nursery !



Products

- Hardy nursery stock for the European landscaping market and private Garden Centres.
- All 6 nurseries have complementary products
- Each nursery: specialised in their own field
- Sales by co-operation → growers concentrate on high quality production.
- By travelling trough Europe , I inform our growers about trends.

Main customers

- Wholesale nurseries and specialized, family owned Garden Centres in Europe.
 - Planting material for their own nursery
 - Plants for landscaping jobs
 - Strong quality shrubs and conifers + a very wide range of trees.



Goals

- Constant quality
- Low transport costs
- Technical assistance, and follow up.



We as growers make products that need extra service

- Transport
- Loading
- Individual satisfaction of personal needs.
- Marking of specimen plants/ providing pictures of the quality of our plants.
- Unusual plants and contract growing !



Insights



- Look at your customers as Individuals and provide their personal needs! → impossible for chain stores.
- A passionate story about the plants and their use must be the reason for our customers to come back and remember you !
- Create a personal connection with your customer, or at least give him/her the impression !



MAINTENANCE OF A SUSTAINABLE GARDEN !

IBEST  **select**

'The greatest gift of the garden is the restoration of the five senses' ~ Hanna Rion

Best Select helps in creating more sustainable gardens.

- Development of high quality ,healthy plants with low maintenance needs.
- Group of 20 nurseries that invest in research for new garden plants.
- Research done by our National Research station for woody ornamental plants ILVO
- Since the 80s ,we do everything to ban Insecticides and herbicides from our gardens or public green.

Develop plants that need less pruning

- All pruning wounds are an entrance for diseases.
- Less work and less pruning waste



Plants that grow well on poor soil or in difficult climates

- Less use of fertilizers
- Or only organic fertilizers
- Plants that have more resistance against wind, cold ,drought, wet seasons



Plants that are not sensitive to predators. (insects, fungi, slugs)

- Genetic treatment
- Also by field selection



Provide good technical information to the public

- Inform people about the right plant for their soil, climate or surrounding
- Biological advice how to ban predators from your garden or fruit trees.



Create plants with long flowering period and/or easy to grow fruit

- Dwarf growing fruit trees
- Information about root pruning and soil treatment



Educate the public by

- Informative TV shows on gardening
- Maintenance movies for plants and gardening on the internet www.bestselect.be
- Label on the plants that give good information

Thanks for listening!

BOWECO

Serskampsteenweg 238
B 9230 Wetteren, Belgium
tel: 0032 475705395
fax: 0032 93356696
email: info@boweco.be



KBC 737-018427720
IBAN BE28737018427720
BIC KREDBEBB
VAT BE 882.474.623

'flemish growers co-operation'