

The Brothers

Jan van den Berk is in charge of the daily management of the nursery. It is his responsibility that activities relating to the trees and the shrubs, in the broadest sense, will be executed accurately and in time. He co-ordinates and delegates growing techniques such as planting, transplanting, lifting and pruning and binding. He also oversees that everything runs according to schedule. He divides the teams of the nursery so that the activities are done as efficiently as possible.



Jan van den Berk
General manager
production

One of his great merits within the company is the development and observation of modern, human-friendly working conditions. After all, the trees of Van den Berk Nurseries are usually rather big in weight. In his company vision, the continuous mechanisation of the heavy lifting and planting is still one of his spearheads. 'Machinery does the heavy work. People operate those machines. Job satisfaction is the basis of a successful business', he underlines.

Paulus van den Berk is in charge of the daily management of the bureau of Van den Berk Nurseries. He takes care that the goals set by the management team, are realised. Being the manager buying and selling he supervises that process and delegates tasks to his team.



Paulus van den Berk
General manager
purchase and sales

Important decisions that have to be taken, usually relate to choice of assortment: Which trees will be sold and which trees will not?, and What has to be done this year?, are questions that have to be answered adequately to guarantee a permanent quality of the stock both in the near and the distant future. In the world of trees anticipation is a must."

Of course this is done in co-operation with the production manager on the basis of commercial knowledge. "For, decisions we take now, show their effect only after 5 or 10 years", he knows from experience.