

Where which trees can and cannot be planted, or whether trees should be pruned, and if so, how. Nature does what it wants, and if we listen to it we can give trees a unique place in avenues, parks or gardens. If a tree is in an unsuitable spot you will notice it within a few years. This is a pity, because with a tree you buy time. You buy history and the future. A tree deserves a place where it can live for a long time."

Innovative range

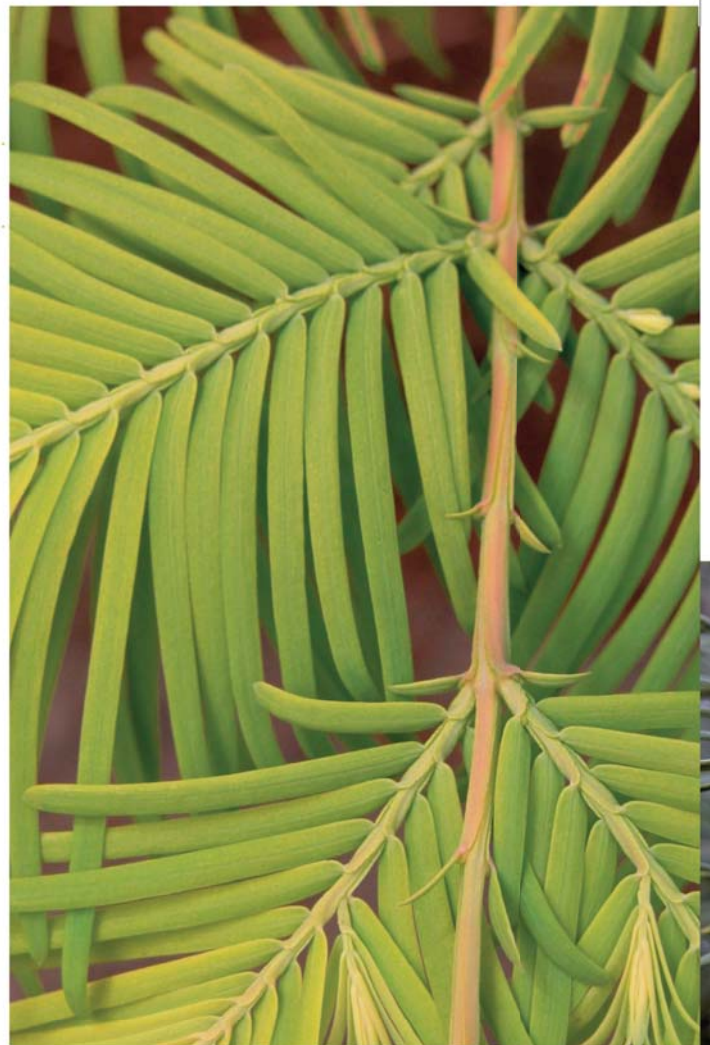
Van den Berk has always been a leading innovator in the tree nursery sector. Where does that drive to innovate come from? Paulus: "I have always been extremely interested in new developments in the field of technology and also new plant species. Plants with high utility value, better winter hardiness, new varieties. I have always worked to expand our range. No tree is too strange to find at Van den Berk is what I always say.

"I always say: people you can tell lots of things, but you can not fool nature. If you are in contact with nature you understand what is and is not possible." (Paulus van den Berk)

This is one area where we are really distinctive as a nursery. We always want to learn and share new things."

Innovation in practice

The fact that Paulus is taking a step back will not be to the detriment of the innovative way in which Van den Berk Nurseries is managed. "The urge to innovate is definitely in the family", says Pieter, "and that enthusiasm has infected everyone in the company. This is why we are leaders in the field of technology. We have our own, complete fleet of machines with which we can rapidly dig up the right trees. Our people are given the space to invent machines and are challenged to devise solutions. This keeps the level of job satisfaction very high." Paulus adds: "We were the foundation of the selective rootball digger



at the end of the nineteen sixties. If we encounter a problem we take the time to devise a solution. Not on the drawing board, but based on practical experience. We have all worked with a spade, so we know exactly how it feels. Constant development means that our machines now do the heavy work."

Greening

Pieter van den Berk is taking over the helm from Paulus. Pieter was born in 1969 and has been working at the nursery