

since his youth. He sees a clear role for Van den Berk Nurseries in the 'greening' of urban areas. Pieter: "Green is becoming increasingly important in cities and villages. For example, research has been done in districts with a high level of criminality and unemployment, now called areas requiring attention,

"Green is becoming increasingly important in cities and villages. Especially in districts with a high level of criminality and unemployment, where there were no trees whatsoever." (Pieter van den Berk)

where there were no trees whatsoever. A plan was created to bring nature back to these districts. They suffered far fewer problems after a large number of trees were planted. I would be going too far to assume that this was purely due to the trees, but it has been proven that the quality of life in these districts increases enormously, partly due to the presence of nature. Moreover, the house values increase and the air quality improves because of the production of oxygen. This will certainly be an enormous opportunity for policy-makers in the future. When a tree is in the right place, everyone benefits."

The future

The environment is currently a hot item throughout the world. Companies and governments can no longer avoid their responsibilities. Paulus: "The environment is being handled more seriously than ever before. Now, the political establishment is discovering that you cannot fool nature. It always comes back on you, and I think that people are listening now. In any case, I am proud that we are one of the few companies that supplies oxygen instead of CO2." Pieter: "This is why it remains important for us to not only follow but also anticipate new developments. We have always done this and will always do this. As one of the most important tree cultivators in Europe we can make a significant contribution to the green spaces in the urban areas of this world. And we are determined to do it."