

Ronald van der Salm, PURE Gerbera:

### "Netherlands: "Longer growth on Multigrow rockwool cubes gives financial advantage""

Since the beginning of this year Ronald van der Salm of PURE Gerbera from Delfgauw in the Netherlands, grows a part of his mini gerberas on Multigrow Premium rockwool cubes from Benfried. The increasing trend is to grow on this innovative growing medium (Multigrow Premium is formaldehyde-free).



#### **Larger water buffer**

Ronald also decided to reserve a part of his three-hectare large nursery for growing on Multigrow slabs to compare results. The flowers have been harvested for a few months. Van der Salm: "First of all I noticed, that the rockwool retains much more moisture than coconut fibre. The slabs remain wetter. I find this an advantage during the summer. We now can afford to have a problem with the water supply."



#### **Cubes are more sustainable**

However, the big difference is, according to van der Salm, that rockwool grow cubes are more sustainable than coco slabs. Van der Salm: "Coco is usable for two years. I can grow longer on rockwool because it is useable for three to four years. This is an economical advantage."





The pot is filled for 80% with grow cubes and on top a rockwool disk is placed to give strength to the plant as quite some force is put on the plant when a flower is harvested.

[Click here](#) to watch a YouTube video about the Multigrow™ grow cubes.

The nursery comprises of a greenhouse covering an area of 33,200 m<sup>2</sup> where both standard gerberas and the mini gerberas are being cultivated in a biologically integrated and sustainable way. We had the privilege of being the first in the Netherlands to have 100% biologically grown plants be delivered.

Out of Delfgauw, The Netherlands the total European market is served. Per year 20 million gerbera flowers find their way to the consumers through wholesalers.



## Delivery

The gerbera pots with grow cubes and disk are transported on pallets.



**More information on about the Multigrow rockwool cubes;**

<http://www.roskam.com.au/multigrow-rockwool/>

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