

**GOOD FOR GREENS®**

Plant-growth regulator

Picture-perfect  
lilies, naturally



Growing More Together Naturally





# GOOD FOR GREENS®

## *Good for nature, good for you*

As a professional bulb grower, your mission is simple: to improve the quantity and quality of your crop. The hard part is how to achieve that in a world of ever more stringent environmental regulations and restrictions on the use of crop-protection products. For most growers, the will to embrace sustainable farming practices is there. What's been missing is the way. Until now.



GOOD FOR GREENS® sustainable plant-growth regulators produce substantially higher yields in **lilies, hyacinths, crocuses, dahlia** and **tulip** crops - with less environmental impact. Don't take our word for it: Delphy, one of the Netherlands' foremost agricultural testing centres, has conducted extensive field trials on lilies using First-Tree products. The results have proved conclusively

that lilies treated with GOOD FOR GREENS® achieve a 10% higher-than-average bulb weight.



**GOOD FOR GREENS®** Good for  
bulb quality and weight!

# SETTING THE SCENE

## Background to the Delphy field trials on lily cultivars

**GOOD FOR GREENS®** is a naturally derived formulation that enhances crop yields and quality, and promotes bulb growth.

First-Tree approached Delphy's flower-bulb research team in 2018, having achieved promising results with its plant-growth regulator on a variety of bulb crops, including hyacinths, crocuses and tulips. First-Tree's next step was to provide scientific evidence of the effectiveness of its new formulation, which is based on plant extracts, and 100% natural and sustainable ingredients.

During the 2018 growing season, Delphy's specialists duly tested the effect of GOOD FOR GREENS® on dahlias in a series of field trials in Hillegom. Delphy concluded that the crops treated with the plant-growth regulator performed well above average, delivering a yield increase of no less than 17%.

In the light of these encouraging results, Delphy agreed to conduct a similar field trial on two varieties of oriental lily: Merostar and Tabledance. The trials took place in the summer of 2019 at a commercial nursery in Vledder, in the north-east of the Netherlands. A control field of the two lily varieties was cultivated using a standard spraying system, while a comparable area was treated with four applications of First-Tree's plant-growth regulator, in addition to the standard treatment.

The Delphy team then measured the effects of the crops treated with GOOD FOR GREENS® against several variables, including:

- Bulb weight
- Total lifted weight
- Starch content



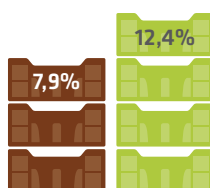
## TEST RESULTS FOLLOWING TREATMENT WITH GOOD FOR GREENS®

### Lifted weight and percentage of starch significantly higher

Increase in bulb weight\*



Increase in total lifted weight\*



Increase in starch content\*



■ Tabledance ■ Merostar \* increase relative to control crop

## Conclusion

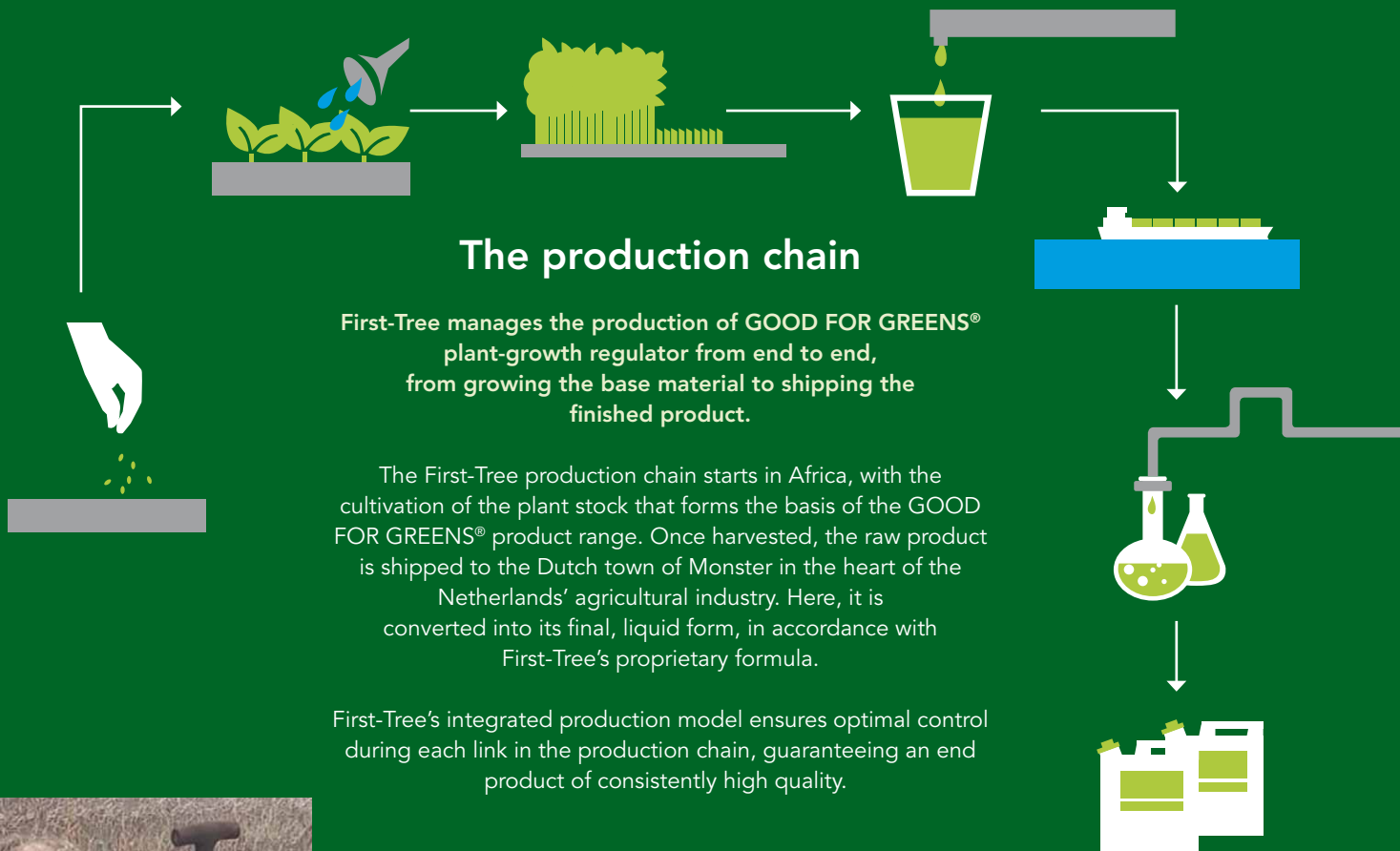
The lilies treated with GOOD FOR GREENS® performed significantly better than the untreated stock, producing a significant improvement in total lifted weight. On average, the growth achieved by the treated crop increased by 10%.

The Tabledance lilies treated with GOOD FOR GREENS® produced an average bulb-weight increase of 7.9%. The treated Merostar lilies performed even better, delivering a 12.4% increase in bulb weight. Notably, both species produced more bulbs in the larger size ranges of 12-14 cm, 14-16 cm and 16-18 cm

In addition, the lily varieties treated with GOOD FOR GREENS® showed a marked increase in the starch content of the lifted bulbs. Relative to the control crop, the treated Tabledance cultivar produced 22.5% more starch, with Merostar lilies delivering an unprecedented 43.6% hike in starch. A higher starch content is thought to have a positive influence on stem quality during the forced-flowering process.

For more detailed information regarding the field trials conducted by Delphy, please contact First-Tree on: +31 850 471 123 or [info@firsttree.eu](mailto:info@firsttree.eu).





## Endorsed by research specialists

**Confirmation that First-Tree's GOOD FOR GREENS® plant-growth regulator delivers on its promise to increase yields between 10% and 20% comes from Hans Kok, a consultant flower-bulb and bulb-flower expert at Delphy.**

Kok, who was closely involved with the lily-cultivar field trials, says the outcome was 'remarkable': 'We don't often see such results for this type of bio-stimulant. First-Tree's plant-growth regulator is a very interesting product for lily growers, particularly those growing expensive cultivars.'

According to Kok, Delphy has conducted field trials on a range of bio-stimulant over the last four years. 'In comparison, GOOD FOR GREENS® delivered exceptional results,' he says. Commenting on the discernible increase in strength, quality and vitality of the treated lily varieties over the untreated stock, he adds: 'When we observe such an effect, we know from previous field trials that the yield increase is likely to be at least 10%.'

Kok is optimistic that these positive findings in terms of bulb yield and vitality will result in a corresponding improvement in the flowering performance of the treated bulbs. He also expresses the hope that, in the coming season, the GOOD FOR GREENS® plant-growth regulator be included in the field trials with bio-stimulants conducted by Regionaal Onderzoek Lelieteeelt (ROL), the Netherlands' leading research foundation into the cultivation of lily varieties.

First-Tree produces a organic plant-growth regulator for fruit and vegetable crops, marketed under the GOOD FOR GREENS® brand. The company's pioneering natural products deliver high yields and superior quality without the use of environmentally damaging compounds.

First-Tree's product line responds to the growing demand for cleaner, greener agricultural practices, as Europe's growers and farmers strive to balance sustainability with profit. To date, a major brake on the adoption of safer, greener alternatives to traditional agricultural methods has been economic: First-Tree's solutions allow growers and farmers to operate sustainably in financial as well as environmental terms.

First-Tree operates a policy of direct communication with farmers and growers. Its specialist team is available at all times to answer questions, offer help and guidance, and involve clients in relevant pilot schemes and R&D projects. With a rapidly expanding customer base across Europe, it is an approach that is proving highly successful. The First-Tree team would be delighted to discuss what it can do to help you produce higher yields and quality at lower cost to the environment.

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