



GOOD FOR GREENS®
Plant-growth regulator

Cherries on top,
naturally

Growing More Together Naturally





GOOD FOR GREENS® *Good for nature, good for you*

As a professional cherry 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. 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 regulator**

generate substantially higher yields at lower environmental impact. This claim is backed by Proeftuin Randwijk, one of the Netherlands' foremost agricultural testing centres, which has conducted field trials in cherry cultivation using First-Tree products. The results have proved conclusively that cherry trees treated with GOOD FOR GREENS® produce higher yields, and larger, more flavourful fruit with an extended shelf life.



GOOD FOR GREENS®
Good for fruit set, size and shelf life



Over several months of field trials, Proeftuin Randwijk tested the effect of First-Tree's GOOD FOR GREENS® plant-growth regulator on the Kordia and Regina cherry varieties.

A control area of the orchard was sprayed in the traditional manner. Meanwhile, a comparable number of cherry trees were treated with four applications of GOOD FOR GREENS®. Proeftuin Randwijk then measured the effects of the GOOD FOR GREENS® plant-growth regulator against several variables:

Kordia was selected because of its inconsistent fruit set. It was decided that an improvement in this area would transform the variety's market potential, particularly in years of slow growth.

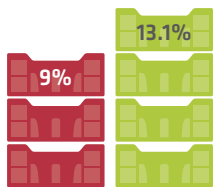
Since the study required fruiting Kordia and Regina trees, the field trials could not be performed at Proeftuin Randwijk's own facilities. Instead, a specialist cherry grower based in Kesteren volunteered to host the trials.

- Number of kilograms of fruit per tree
- Average fruit weight based on a sample of 100 fruits per tree
- Number of fruits per branch during flowering (to indicate improvement in fruit set)
- Fruit size distribution
- Hardness (Durofell)
- Sugar/brix



TEST RESULTS AFTER TREATMENT WITH GOOD FOR GREENS® Bigger, better, sweeter, firmer

Production increase per tree in kg*



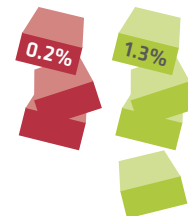
Increase of average fruit weight*



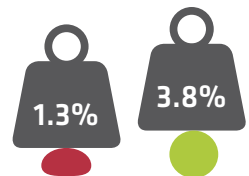
Increase in firmness of fruits per branch*



Increase in sugar content*



Increase in firmness (Durofell %)*



■ Kordia ■ Regina * increase relative to untreated trees

Conclusion

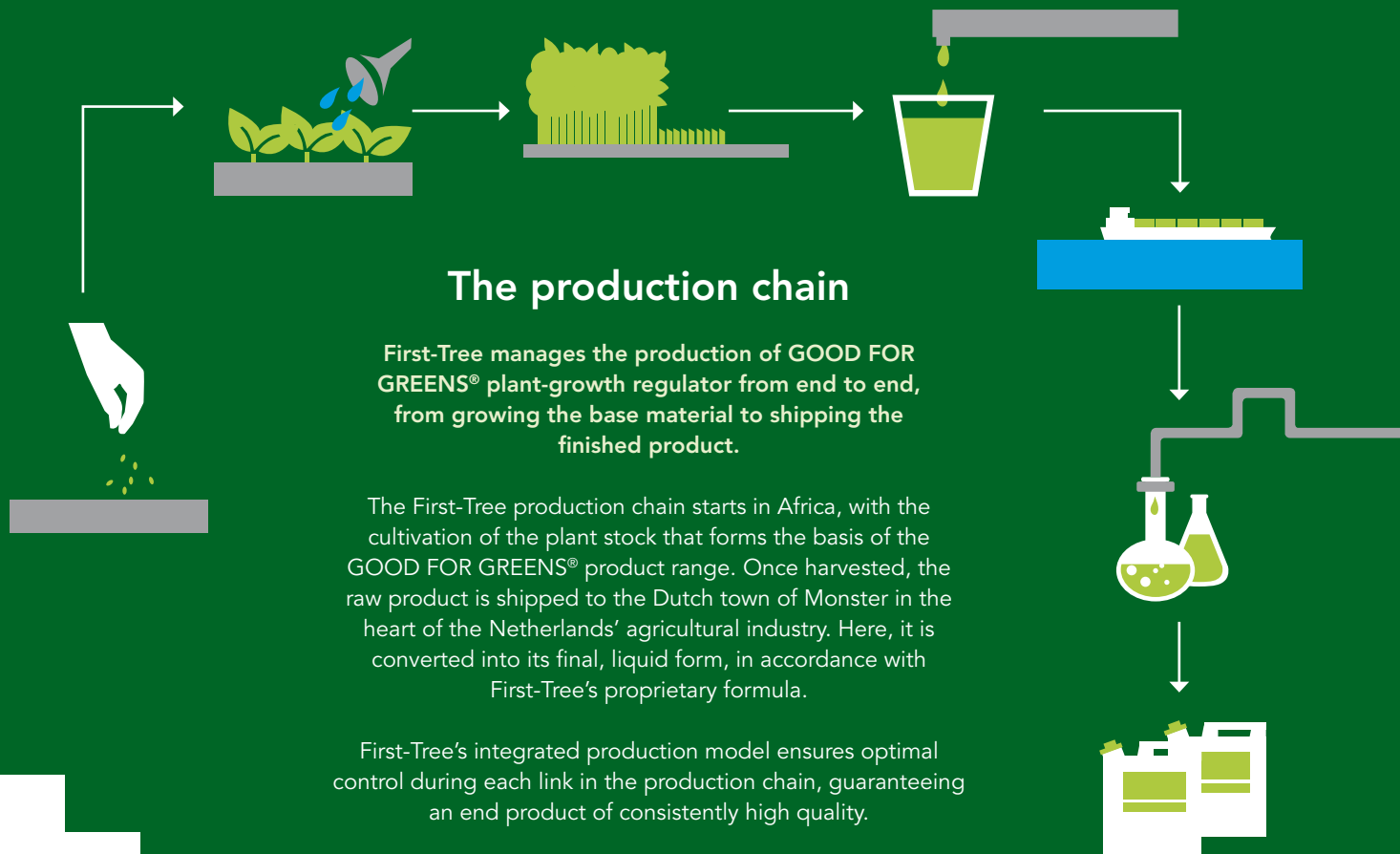
The cherry trees treated with GOOD FOR GREENS® performed better than the untreated stock, producing an **increase in fruit set of approximately 5%**. In addition, the treated trees showed **clear improvements in terms of fruit size**. The Kordia trees delivered an increase in yield of around 3% in cherries in the 20-32 mm range. The Regina trees, meanwhile, delivered a **yield increase** of between 2%-4% in both the 28-30 mm and 30-32 mm size categories. The larger size of the cherries also increased the overall value of the crop. Since large cherries have a higher market value than small ones, an increase in the number of 30 mm-plus fruit resulted in a **higher return**.

In addition to improved yields, the quality of the cherries from the treated trees was also superior. Improvements in **firmness**

and sugar content were reported for both varieties. Finally, no phytotoxicity was observed following spraying with GOOD FOR GREENS®.

The conclusion was clear: First-Tree's plant-growth regulator help produce higher yields, larger fruit, **better product quality**, and an **improved taste sensation and 'bite'**. And the good news continues: under the appropriate cooling conditions, the fruit produced from the treated trees had a markedly **longer shelf life**.

For more detailed information regarding Proeftuin Randwijk's field trials, please contact First-Tree BV on: +31 850 471 123 or info@firsttree.eu.



The production chain

First-Tree manages the production of GOOD FOR GREENS® plant-growth regulator from end to end, from growing the base material to shipping the finished product.

The First-Tree production chain starts in Africa, with the cultivation of the plant stock that forms the basis of the GOOD FOR GREENS® product range. Once harvested, the raw product is shipped to the Dutch town of Monster in the heart of the Netherlands' agricultural industry. Here, it is converted into its final, liquid form, in accordance with First-Tree's proprietary formula.

First-Tree's integrated production model ensures optimal control during each link in the production chain, guaranteeing an end product of consistently high quality.

Peer reviewed

Fruit farmer **Jan Hoekstra** is respected throughout the Dutch farming community for both his fruit-growing expertise and his sustainable approach to agriculture. An early convert to First-Tree's products, Hoekstra is convinced of their effectiveness:



Jan: 'Three years ago, I started to treat a small area of cherries, apples and plums with GOOD FOR GREENS®. It was so successful that, the following year, I scaled up. This year, I've treated all of my fruit crops with GOOD FOR GREENS® — and I have no regrets. The people at First-Tree are reliable and their products produce higher yields and superior quality.'

*Hoekstra's state-of-the-art fruit-growing company, located in Luttelgeest in Flevoland, specialises in cherries, plums, and apples. The company owns one of the largest orchards in the north of the Netherlands and supplies its produce to, among others, The Greenery auction, owned by Cooperative Coforta. Hoekstra's company has long been certified by Global G.A.P., which works to promote safe, environmentally sound agricultural practices. As a result, Hoekstra's produce meets the most stringent international requirements regarding food safety, sustainability and quality.

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 pesticides, chemicals or antibiotics.

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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