



In our news today:

- **Our Best Holiday Greetings to You**
As 2011 draws to a close and we look forward to another wonderful and challenging year, all of us at PRT offer our best holiday wishes to you - our customers, partners and friends. We wish you success, health and happiness in the New Year.
- **PRT Has New Look and New Logo, But Same Trusted Service and Quality**
PRT has a whole new look and logo designed to reflect the company's current strategic direction. The new logo combines the familiar and trusted PRT name with a symbol representing the company's continuous growth and diversification. The company's new tagline – "Trusted to Grow" – captures the tradition of trust which PRT has earned from its customers over the years, while focusing on the future, as PRT moves from strictly producing forest seedlings to becoming a multi-product growing company.
- **PRT Cranberry Plugs Mean More Yield and Greater Purity**
It's hard to imagine Christmas without cranberries and the folks at PRT are working hard to make sure that there will never be shortage of the tart red berries. Over the past four years, PRT has sold over 2 million cranberry plants. All three varieties sold were developed by Rutgers University and these plants consistently outperform standard varieties. And they cost less!
- **Keeping PRT Seedlings Safe...and Cold**
It seems strange to put seedlings in a freezer to keep them warm, but that is exactly what happens to a lot of PRT seedlings. PRT does everything possible to make sure our customers get the very best product and this includes storing our seedlings at the right temperature to keep them in great shape until it is time for them to be planted.

OUR BEST HOLIDAY GREETINGS TO YOU

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Your friends at PRT.



PRT HAS NEW LOOK AND NEW LOGO, BUT SAME TRUSTED SERVICE AND QUALITY



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from strictly producing forest seedlings to becoming a multi-product growing company.

“Our new name and logo better represent who we believe we are and how we create value for our customers, investors, and employees,” says Herb Markgraf, PRT Vice President, Marketing. “The new symbol represents a germinating plant, while the forest green color represents the vitality and health of the plants we produce. The tagline is about who we are – trusted growers of our customers’ genetic material. “

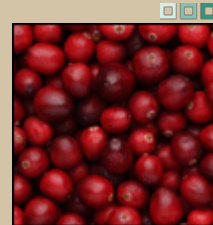
The company’s new direction is intended to build on the company’s strong forest seedling base and supplement that with growth from new geographic markets and additional products. Since 1988, PRT has been trusted by its customers to grow healthy, productive forest seedlings. Over the same period of time, PRT has worked hard to grow the company, by leading the industry in product and process innovation.

“We are actively seeking new markets for our forest seedlings,” says Markgraf, “while diversifying our business into the areas of energy crops and specialized starter plants. We are confident that this approach will benefit our customers and shareholders alike.”

In addition to the new logo and tagline, PRT will be launching a refreshed website which will reflect the company’s diversity in terms of new products and markets. Visit the PRT website (www.prt.com) to see the new look and learn more about the company’s growth.

PRT CRANBERRY PLUGS MEAN MORE YIELD AND GREATER PURITY

It’s hard to imagine Christmas without cranberries and the folks at PRT are working hard to make sure that there will never be shortage of the tart red berries. Over the past four years, PRT has sold over 2 million cranberry plants. All three varieties sold were developed by Rutgers University and these plants consistently outperform standard varieties. And they cost less!



“One of the big advantages of our PRT cranberries is that they are sold as plugs, not mowings, “ says Damian Sowa, PRT Market Development Manager. “This means the plugs are ready to grow when they go into the ground, so they start to produce a full year earlier than mowings. They take a little more time to plant, but even with the extra labour factored in, the plugs are more economical.”

Another important feature is the purity of the stock. Before PRT cranberry plugs are grown, the mother plant stock is genetically tested to ensure their purity. This makes a big difference because impurities can result in losses of up to 80%. With mowings, it is impossible to ensure the purity of the plants.

“A researcher from Washington State University went out cranberry fields that were supposed to be “Pilgrim” variety plants,” says Sowa. “When they did genetic testing on the plants, none of them were genetically pure because it is impossible to maintain purity in the open fields that produce the mowings. And this impurity can result in significant production losses.”

Planting plugs is common practice with other berries such as raspberries, strawberries and blueberries, but it is a new idea for cranberry farmers, so it is taking a little while to catch on, but Sowa is confident that people will start to recognize the benefits.

“Some people want to wait and see how the plants work for their

neighbor,” says Sowa, “but there is really no reason to wait. Many years of research has gone into the development of these Rutgers varieties, so we are absolutely confident in the advantages they offer.”

To find out more about PRT cranberry plugs, please contact Damian Sowa, PRT Market Development Manager at damian.sowa@prt.com or phone 250 381 1404, ext 232.

KEEPING PRT SEEDLINGS SAFE...AND COLD

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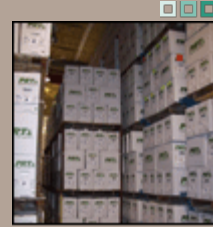
At the end of the growing season, seedlings are carefully monitored to ensure that they have been exposed to sufficiently cool temperatures to make them hardy enough to handle cold storage or freezing. When they have acquired sufficient “chilling units” they are ready for the fridge or freezer.

If seedlings are frozen, they are kept in a carefully controlled environment at a consistent 28°F (2°C). This puts the seedling into a state of arrested animation. There is essentially no metabolizing and all physiological processes are suspended. Any reserves that the plant has built up over the growing season will be available to the seedling when it is planted in the spring. So freezing gives the seedling a head start on growth.

If seedlings are kept in a greenhouse over the winter, there is a chance that the higher humidity could allow the growth of mould or fungus on the plants. Or a power failure could result in damage to the seedlings through exposure to extremely cold temperatures.

From a planning perspective, using frozen seedlings means our customers know that their plants are ready to go when they need them and there is no need to wait around. The seedlings are thawed in controlled conditions and shipped to our customers ready to plant.

All PRT nurseries have access to cold or freezer storage for seedlings. If you would like more information, please contact Tom Harvie at PRT Customer Support Representative by phone at (250) 287 0366 or via email – tom.harvie@prt.com.



Contact Us

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