



## ABOUT US

**Neal Mast & Son Greenhouses** takes great pride in being one of the country's largest growers of premier indoor and outdoor potted plants. We produce floral-quality product and have earned the respect and confidence of our customers by consistently providing them with successful programs for their holiday, tab, and promotional events. Our focus on the *end consumer* helps ensure that our plants perform well at retail. We are committed to providing our customers with plants that sell better, turn faster and produce higher profits.

For additional information about our company, product offering and area of service, please contact our office at the following address:

Neal Mast & Son Greenhouses  
1780 Four Mile Rd.  
Grand Rapids, MI 49544  
(616) 784-3323  
(800) 311-MAST (6278)

## COMPANY VALUES

Our core company values are based on a simple belief that all people should be treated fairly and with respect. We understand that our customers, employees, and suppliers are critical partners in making us a great company, and we are committed to running our business in a manner that benefits everyone. High ethical standards, dedication, hard work, and a commitment to continual improvement are key characteristics of our company.

It's a simple fact that no business succeeds without its customers. Each of us understands that without *you* there is no *us*. Our greenhouse is made up of people committed to doing what is right. Everyday, the most important question we ask ourselves is: **"What's the best thing for our customer?"** This basic principle is applied to every decision we make – large and small.



*Simply the Best in Quality and Service*

## PRODUCT LINE

Our state-of-the-art greenhouses cover 22 acres of indoor production and 15 acres of outdoor growing space, in four locations, employing 150 + people year around. We are a premier grower that services national accounts in 35 states. Our current product line consists of holiday plants, flowering indoor, pre-finished spring bulbs, potted spring annuals, garden mums and fall cool crops. We produce plants for promotions, tabs, and numerous other promotional events throughout the year. We are shipping finished product for market over 45 weeks of the year.

The Mast Young Plant Division produces spring liners, fall seedlings, mum and poinsettia liners. We are producing and shipping young plants 52 weeks of the year. Mast Young Plants is also home to our spectacular trial gardens. The gardens were designed to allow visitors to judge not only the garden performance of a wide assortment of varieties, but also to gather new ideas on what varieties can be combined. We are also a featured stop on the Michigan Garden Plant Tour in August with over 1,000 visitors annually.

Featured in the gardens are: 20 raised beds with over 400 varieties in a landscape setting including both sun and shade areas, over 200 hanging basket and 400 combination pots. The trial gardens at Mast Young Plants have been in existence for over 6 years. Each item is clearly labeled to make your evaluations very easy. Many of the ideas for the mixed pot combinations and hanging baskets come from our own finished production and have proven themselves to be winners at the retail level.



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4525 Four Mile Road NW



1780 Four Mile Road NW



3525 Bristol NW



MYP Trial Gardens

6564 Peach Ridge Avenue NW



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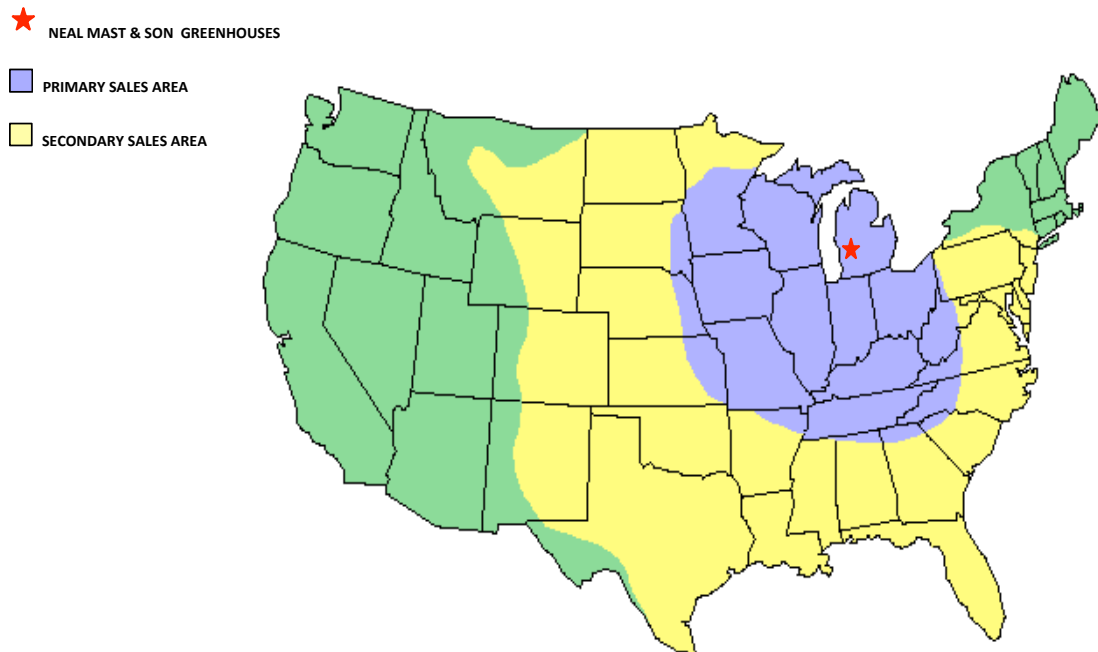
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## SERVICE AND DELIVERY

Great customer service means more than just a friendly voice on the other end of the phone. It means doing what is right for the customer day-in and day-out. We pride ourselves on being flexible for our customers – capable of making last minute order changes when needed, and willing to deliver our plants to the marketplace no matter the location.

Our customers rely on us to help ensure they are in stock everyday with great selling items. In order to meet that goal, we know that we must deliver our plants on time, when they're needed, and in "greenhouse" condition *every time*. This commitment to excellence is at the heart of the service partnership we strive to form with our customers.

From our docks in Grand Rapids, MI we are able to ship our plants directly to 48 states. We ship on rolling racks, pallet-shippers, and in boxes; and we utilize trailers equipped with lifts in order to make unloading at the stores as easy as possible. Each year, our trucks cover nearly 1.2 million miles delivering our plants – enough to circle the earth 47 times!



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## OUR HISTORY

In 1948, Neal Mast immigrated to the United States with his wife Jacoba, their two small children and a baby on the way. He arrived on Ellis Island with \$20 in his pocket and a chest holding all his earthly possessions. Neal and his family traveled to Grand Rapids, Michigan where his sponsor (a friend of their pastor from the Netherlands) offered to help him get established.

In his first years in the United States, Neal had little interest in the greenhouse business. He had worked in his father's greenhouse growing vegetables with his five brothers from the age of six, and he thought in America he would do something more exciting. He spent his first years in Grand Rapids working odd jobs in foundries and trying to learn English. Eventually, Neal took a job working for two brothers that were produce growers. He worked summers in the Upper Peninsula of Michigan growing lettuce, and also helped bring the product to market.

In the early 1950's, Neal had an opportunity to rent a greenhouse from a gentleman who wanted to keep it running while his son was serving in the National Guard. Neal would work nights in the foundry and days at the greenhouse. In the winter, he would run home during breaks at the foundry to shovel coal into the boilers at the greenhouse. Some of the first flowering plants that Neal grew were cutting geraniums that he would sell to the local cemeteries for Memorial Day. He would collect the urns in the fall, write the people's names on them and in the spring return them to the cemetery filled with beautiful geraniums.

In time, Neal quit working in the foundry and was able to make a living working full-time at the greenhouse. During that time, he and Jacoba had three more boys and one girl, rounding it out to seven children. His oldest son came into the business and eventually purchased the original greenhouse. In 1972, Neal started a new greenhouse, with new customers, at our current location on Four Mile Road.

His fourth and youngest son, Jim, purchased the business from his father in 1987. The business has grown over the last 20 years from a sole proprietor to a small corporation. When Jim Mast purchased the business from his father in 1987 there were 10 employees, 120,000 ft of production and sales of just over \$2M.

We serviced some independents and wholesalers in Chicago, Kmart and had just started selling through a broker with a company called Walmart. We grew Poinsettias, Easter Lilies and Seed Geraniums. We shipped product 10 weeks out of the year and mainly serviced a 5 state area.

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## OUR PRESENT

A lot has changed over the past 20 years and we have been blessed.

- We now have two divisions: a young plant division that produces over 20M vegetative liners and 15M seed plugs annually and the finished division that produces product year around for big box retailers, grocery stores and a small amount of prefinished product for other growers.
- This past year we shipped to most of the 50 states and even had product in Alaska.
- We have 150 full time employees and during peaks will exceed over 350 people working.
- We have grown and operate over 1M square feet of indoor production with an additional 650,000 square feet in outdoor production for the summer products.
- We have two trial gardens. The first is a show garden containing all of the vegetative product that young plants produces. It has over 400 combinations in pots and hanging baskets, as well as beds of product. The second is the Syngenta trial garden, over 5 acres for new genetics that their breeders use to evaluate new offerings.

## OUR FUTURE

We don't have a crystal ball to predict our future. What we do have is an assembled team of people committed to our future. A motivated team of: visionaries, analysts, strategists, growers and executers, working together and moving in the same direction. Our continuing success lies in our heritage as world-class growers and in our commitment to our vision:

*"Simply the Best in Quality and Service".*

*Simply the Best in Quality and Service*

**NEAL MAST & SON GREENHOUSES, INC.**  
is Veriflora certified.



- **Quality**  
Supporting handling practices from seed to store that allow you to enjoy flowers and plants that look beautiful and last longer.
- **Environment**  
Encouraging farming practices that build soil, conserve water and support healthy ecosystems.
- **People**  
Promoting a healthy, equitable workplace that supports farmers, workers, their families and the community.

VeriFlora is an agricultural sustainability certification and eco-labeling program recognized as the gold-standard in the floriculture and horticulture industries. The program is administered by Scientific Certification Systems (SCS), a global third-party certifier of environmental, sustainability and agricultural product quality claims. Accredited under ISO/IEC Guide 65, the international standard for third-party product certifiers, VeriFlora:

- Delivers tangible results that benefit growers, workers, consumers, the environment and the bottom-line
- Meets the growing consumer demand for sustainably grown cut flowers and potted plants
- Helps assure product quality and longevity



**NEAL MAST & SON GREENHOUSES**  
*Project GREEN House*

**Project GREEN House** was introduced in late 2009 as the “umbrella” over all of NMG’s internal sustainability and eco-friendly initiatives. These initiatives include (but are not limited to): efforts to reduce energy, fuel and water usage, recycling, waste reduction, composting, eco-friendly cleaning supplies, office products and printed materials.

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# NEAL MAST & SON GREENHOUSES, INC. - JOB DESCRIPTION

**DEPARTMENT:** Growing

**LOCATION:**

**JOB TITLE:** Section Grower Level II

**REPORTS TO:** Senior Grower or Grower Manager

**SUPERVISORY RESPONSIBILITIES:**

May supervise a helper or Level I Section Grower.

**SALARY GRADE**

**TYPE OF POSITION**

**Exempt**     **Non-Exempt**   
**Full Time**     **Contractor**   
**Part Time**     **Intern**

**HOURS: # HOURS/WEEK**

Salaried Position – 45+ hours. Will vary depending on seasonal needs. Willing to work holidays/weekends as required.

**TRAVEL REQUIREMENTS:** May attend trade show on occasion, regular travel not required.

**ROLE DESCRIPTION:**

Is a vital member of the Growing Team by: carrying out crop management tasks as directed by his/her supervisor, being accountable for his/her assigned areas and assisting other team members as directed. A Section II Grower works under the direct supervision of a Senior Grower or the Grower Manager and is expected to review all plant related decisions with supervisor before carrying them out.

**EDUCATION / WORK EXPERIENCE / SKILLS REQUIREMENTS:**

**Skill:**

- Strong desire to grow plants and work in a greenhouse environment.
- Ability to correctly complete assigned tasks in a timely manner and dedicated to producing a quality product.
- Able to effectively communicate in English (verbal and written)
- Detail oriented.
- Strong organizational skills.
- Ability to work independently.
- Math skills (basic) addition, subtraction, multiplication, division.
- Computer Skills (basic) familiar with Microsoft Office applications.
- Chemical Applicator’s License – has or plans to obtain within 6 months of hire.
- Hi-Lo Certification – has or able to obtain within 90 days of hire.
- Priva – working knowledge of
- Greenhouse Equipment – knowledgeable in use of and maintenance of.
- WPS and Michigan Pesticide Laws – working knowledge of.
- Able to calculate fertilizers with minimal assistance.
- Able to monitor and supervise a helper or Level I Grower as assigned.

**Education:**

- College degree in horticulture, floriculture or a related degree or a minimum of 4 years experience growing a variety of plants in a greenhouse setting. Or a diploma/certificate in floriculture or horticulture from a Vocational/Technical program and completed a 1 year internship.

**Experience:**

- Minimum of 18 months experience as a Level I Grower.

## ESSENTIAL ACTIVITIES:

### Daily

- Follows and applies written crop outlines (able to follow and execute the written crop outline); makes notes as required.
- Inspects assigned areas of greenhouse twice a day; identifies moisture requirements, the status of the plant product and possible problems/issues. Documents observations. Immediately informs Senior Grower or Grower Manager of any problems or concerns.
- Provide the correct moisture for crops using one or all of the following: Ebb & Flood, sprinklers, fog, drip tubes and hand watering.
- Develops and utilizes a written plan for what needs to be done for the next 7-10 days. Updates the plan daily – discusses with supervisor and makes changes as recommended.
- With assistance from supervisor, uses knowledge of temperature, soil moisture, fertilizer, variety response and PGR's to make decisions regarding daily crop management so crops finish on time and meet NMG quality standards and specs.
- Monitors greenhouse environment by checking Priva 3-5 times a day or as directed. If corrections are needed, inform supervisor. (learn Priva within 12 months of hire, after 12 months requires minimal assistance from supervisor).
- Utilizes injectors appropriately; accurately mixes fertilizers.
- Ensures feed tanks are properly filled. (add correct mixture when below 20 gallons)
- Ensures acid barrel properly filled. (check twice a day – inform supervisor if there are any problems).
- Monitor EC and pH of water; if inaccurate, immediately inform supervisor.
- Apply chemicals as needed using the appropriate protective equipment.
- Make spray application sheets, update 30 day chemical applications, validate completed spray records.
- Keep pesticide records up to date, enter all pesticide applications into Insight before leaving for the day.
- Adheres to and follows WPS and Pesticide laws.

### Weekly

- Checks vigor of roots and scouts crops – documents findings (2-3 times per week).
- Visually inspect insect population. Place sticky cards out, document results in Insect Data Base. Write recommendation on Bug Count Sheet and review with supervisor. Implement plan as needed.
- Measure crops twice a week; review plant's spec, curve type and printed graph with supervisor. Discuss recommendations and implement.
- Test soil for all crops; document results in Insight. Review with supervisor.
- Review Lab media and tissue test results with supervisor.
- Calibrate pH and EC meters on injectors and water storage tanks (learn within 12 months of hire).
- Keep Insight up to date: input planted crops and locations, enter notes, print graphs, make chemical application sheets and review crop history. (learn within 12 months of hire)
- Maintain equipment.
- Organizes injector areas, his/her greenhouse sections and chemical storage areas.
- Keep Chemical Room inventory up to date.

### Other:

- Help other growers as needed or assigned.
- Follow NMG policies and procedures.
- Follow Growing Department policies and procedures.
- Review WPS laws and pesticide labels.
- Priva – enhance working knowledge.

### Personal Responsibility:

- Consistently models the characteristics of the ideal grower by:
- Informing your supervisor of your decisions, activities and plans of action as required
- Successfully performing all jobs assigned
- Seeks assistance as needed and readily admits mistakes so appropriate measures can be taken
- Accepts and acknowledges responsibility for their own actions
- Willing and able to do what it takes to get the job done without being asked
- Promotes the policies and procedures of NMG and the Growing Department

**PHYSICAL DEMANDS:**

- Able to lift and/or carry objects weighing up to 50 pounds.
- Able to stand and walk for long periods of time.
- Able to climb and perform tasks on ladders or roofs.

**WORK ENVIRONMENT:**

Will be working inside a greenhouse environment and/or outside in growing fields. Will spend minimal time in the Growing Department office.